Annual Survey of Corporate Contributions, 1980 Edition

(A Collection of Survey Data for the Calendar Year 1978)

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THE CONFERENCE BOARD

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Annual Survey of Corporate Contributions, 1980 Edition

(A Collection of Survey Data for the Calendar Year 1978)

By Kathryn Troy

Cosponsored with the Council for Financial Aid to Education

A Research Report from The Conference Board

About This Report

The 1978 Annual Survey of Corporate Contributions is the thirteenth report on this topic published by The Conference Board, and the fifth in the series cosponsored by the Council for Financial Aid to Education. Responses to this year's survey were received from 395 manufacturing and 364 nonmanufacturing firms for a total of 759 participants. This is a drop from the all-time high of 814 respondents to the 1977 survey. The decline came primarily in the nonmanufacturing sector, particularly banking and insurance. In the manufacturing sector, response was significantly lower in the fabricated metal industry.

The organization of this year's report has been simplified, with text and chart material in the front and all of the Tables consolidated in the back. Information new to this year's report appears in Chapters 2 and 4. Chapter 2 contains a discussion of the placement of the direct giving program within the corporate organization. This Chapter also includes data—gathered for the first time in 1978—on the allocation of giving among headquarters city, local community, and national programs. Chapter 4 contains new material on corporate support of public broadcasting, and on the allocation of corporate overseas giving among the world's major geographic regions.

An understanding of basic terms used throughout the report is a necessary preliminary to its use. Definitions are included in this introductory section, and additional detail about the administration of the survey and selection of the sample appears in the Appendix.

Definitions

Two major formats for reporting contributions are used throughout this report. The first is a ratio, with contributions divided by such financial and size indicators as sales, assets, pretax income, and number of employees. The second is a percentage distribution, with contributions dollars apportioned among major beneficiary groups, such as health and welfare, education, culture and art, civic, and all other. In order to interpret these data correctly, it is important to understand two basic definitions:

Worldwide and U.S.-only Financial Data. Respondents to the questionnaire used in this study were asked to provide both worldwide and "U.S.-only" data on sales, assets and net income before taxes. The worldwide data are basically the figures reported by corporations to their stockholders and the financial community in consolidated financial statements. The "U.S.-only" data reflect sales, assets and net income derived solely from domestic operations. For those companies that are not multinational (about 50 percent of the sample), "worldwide" and "U.S.-only" data are the same.

While the worldwide data are consistent with tabulated statistics on the corporate sector as reported by various U.S. government agencies, there are no comparable "U.S.-only" figures. However, domestic data have customarily been used in this series of Conference Board reports in order to facilitate comparison with the contributions figures, which reflect giving only to domestic or U.S.-based beneficiaries. (For a brief discussion of overseas contributions, see pages 20-21.)

Contributions. Corporate contributions and gifts reported to the IRS normally include gifts of property as well as gifts of cash, and the survey questionnaire specifically asked respondents to include the dollar value of gifts of property reported as contribu-

tions on the company's income tax return. However, the extent to which companies actually included the dollar value of property gifts in the contributions data supplied to The Conference Board is not specifically known.

Contributions included in this study are those made to domestic beneficiaries and reported as "contributions" on the corporate income tax return. (Business expense items are excluded.) However, there are two major differences between the contributions figures derived from Internal Revenue Service (IRS) sources and those reported in this study. While both sets of figures include direct giving by corporations, the first difference lies in the treatment of dollars going *into* and *out of* corporate foundations within a given year. The IRS figures reflect dollars given by a corporation to its foundation, while the survey figures reflect dollars donated by corporate foundations to eligible beneficiaries. This is in keeping with study objectives to measure the flow of dollars actually reaching beneficiaries in any calendar year. Dollars given to the foundation are not necessarily expended within the same year. (See discussion of the company foundation, page 2.)

The second major difference between the IRS and the survey figures is the fact that the IRS data reflect the total universe of approximately two million corporations that file tax returns, while the survey data are compiled from a sample of these firms and are weighted toward larger companies.

Major categories of giving: The problem of classifying and defining the five major areas of program support and their subcategories is a continuing one. For survey purposes, classification into categories should be made on the basis of the major program objective or organizational goal of the *donee* group. These are the broad guidelines for the five major categories used in the 1978 survey and include all grant formats—matching gifts, operating support, program support, and capital support:

Health and Welfare: Includes a wide variety of health and human service projects for youth, employees, the family, and the aged. Among other things, such services are concerned with safety, recreation, planned parenthood, drug abuse, and disaster relief.

Education: Includes support for institutions of higher education, precollege educational institutions, state and local educational fund raising groups, and education-related organizations. Program support for research projects funded from the contributions budget is included; support of contractual university research is generally excluded. Educational programs such as employee tuition-refund plans are excluded when funded out of the personnel, public relations, or other expense budgets. Economic education was included in this category for the first time in 1978.

Culture and the Arts: Embraces visual and performing arts including support for libraries, museums, cultural centers, arts funds or councils, and the like. Includes support for public radio and television if funded from the contributions budget. Excludes any support funded from expense budgets.

Civic Causes: Includes local projects such as transportation, housing, law and order, fire prevention, grants to local and state governments, and support of study groups to resolve local problems. Also includes support for environmental and ecological groups (local, regional or national) and for research organizations other than the academic groups included in education.

Other: Includes support for religious activities, women's causes, and U.S. groups whose principal objective is aid to other countries.

Three subcategories related to support of community programs often confuse corporations attempting to categorize their giving. Further explanations were given on the 1978 survey form:

Local Health and Welfare: Includes all health and *human service* agencies other than those serving youth, the elderly, or those that are part of a federated campaign. (These have separate lines.)

Community Improvement: Includes groups providing job training, groups aiding minority businesses, and economic development councils. Also includes organizations such as the National Urban League, opportunities industrialization centers, and regional and local planning associations.

Housing and Urban Renewal: Includes specific community or neighborhood restoration projects, land clearance, building or related activities.

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Foreword

CORPORATE CONTRIBUTIONS increased by 22 percent in 1978, reaching a total of $2.07 billion. As a percent of pretax net income, they measured 1 percent for the first time since 1975. As we enter the 1980's in an uncertain economy, it is difficult to forecast future trends. Since resources are always limited, however, some degree of introspection and questioning of priorities appears inevitable. This year's report—the thirteenth in a series—discusses some of the implications for continued growth of corporate contributions in the new decade. It is intended primarily as a budgeting reference tool for use by those who are responsible for preparing and reviewing corporate contributions budgets. To provide comparative historical data, the basic tables in the report are updated on an annual basis. In addition, new data on topics of current interest are introduced each year. Among the innovations in the current study are newly gathered material on corporate support for public broadcasting, and data on geographic distribution patterns of overseas contributions.

These new data include dollars that are not contributions as defined by the Internal Revenue Service, but may be accounted for as business expenses for tax purposes. The number of companies issuing public reports about activities that go beyond IRS-allowed contributions continues to multiply. Such reporting, whether in narrative or quantitative form, helps to place the role of corporate contributions in appropriate perspective—as one element of broader corporate social investment.

This study was conducted under the direction of Anne Klepper, Senior Research Associate, Corporate Contributions, in the Public Affairs Research Division of which Walter A. Hamilton is Vice President. The Conference Board expresses its appreciation to Hayden W. Smith, Senior Vice President for Research of the Council for Financial Aid to Education, for his cooperation throughout this project.

KENNETH A. RANDALL
President

Chapter 1

The Corporation, the Economy, and Social Needs

IN 1978, the economy continued to be a major concern for both individuals and institutions—government, corporations and voluntary agencies alike. Few had escaped the bite of inflation. Recession was discussed alternately as a threat and a remedy. Intermittently throughout the year, the start of a recession was predicted as probable within the next several quarters. In this atmosphere, which continues in the 1979-1980 period, many individuals and institutions have set about reassessing priorities and responsibilities, questioning how resources might best be allocated, and scrutinizing investments.

What implications does this reassessment have for corporate philanthropy and for those voluntary agencies receiving it? Findings from the 1978 survey indicate that many corporations have placed a portion of their 1978 profits in reserve in their company foundations. This buildup of reserves is the largest in the 1974-1978 period, and may help cushion donee groups if corporate profits decline in a recession in the early 1980's.

Over the past decade, the purchasing power of the corporate contributions dollar has been eroded by inflation. An analysis presented for the first time in this 1978 report, however, indicates that the rate of increase in corporate contributions has outpaced the rate of inflation. Whether corporate philanthropy continues to increase, and what direction it takes in the 1980's, will probably depend upon how the social and economic priorities of corporations are defined. In this period of heightened economic concern, one of the straws in the wind may be the phrase, "corporate social investment," now often being used to replace terms such as corporate "philanthropy" and "social responsibility."

The 1978 Corporate Contributions Climate: A Rainy Day Strategy

Dollars allocated to corporate contributions grew by 22 percent on a nationwide basis in 1978—outstripping both the 16 percent growth in corporate pretax profits and the 7.7 percent increase in the Consumer Price Index (CPI). Latest estimates place total corporate contributions at $2.07 billion, or 1 percent of worldwide pretax net income (PTNI), up from $1.7 billion, or 0.96 percent of PTNI, in 1977 (see Table 1). Actually, in terms of funds *in circulation,* contributions remained at about 0.93 percent of PTNI in 1977 and 1978 (see box). The increase in 1978 was largely due to a buildup in company foundation reserves.

One of the major advantages of a corporate foundation is that it provides the capability of building up reserve funds during profitable years against those proverbial rainy days—years when profits are depressed or losses occur.

How Many Dollars Are in Circulation?

The $141.2 million in foundation reserves reported by 1978 survey participants probably represents between 80 and 90 percent of the total buildup nationwide. This means that of the $2.07 billion shown in Table 1, between $1.89 and $1.91 billion dollars were actually in circulation, or 0.92 and 0.93 percent of worldwide PTNI. If the same adjustment is made to the 1977 figures, the dollar amount is approximately $1.65 billion, and the ratio is again about 0.93 percent. Thus the dollar increase between 1977 and 1978 is in the range of 14.5 to 15.7 percent—ahead of the increase in the consumer price index and just below the increase in PTNI. The ratio of contributions to PTNI has remained stable at about 0.93 percent.

Table 1 is the only table in the survey that includes those funds paid into corporate foundations but not actually disbursed during the 1978 year. Once these funds have been paid into the foundation, they cannot be returned to the corporation's accounts. While they will eventually be paid out for philanthropic purposes, this may be spread over a period of several years.

Table 2 illustrates how this mechanism has worked for participants in Board surveys during the five-year period from 1974 to 1978.

During the 1974-1975 recessionary period, companies with foundations used their reserves to maintain their giving at or near the dollar level for earlier years. This resulted in foundation pay-outs exceeding pay-ins by $0.2 million in 1974 and $55.2 million in 1975. When the profit picture improved in 1976 and 1977, foundation pay-ins exceeded pay-outs by $12.0 million in 1976 and $44.2 million in 1977. In 1978, this buildup of reserves totaled $141.2 million—an increase of more than 200 percent from the previous year.

Inflation: How Deep a Cut?

There are a variety of measures that could be used to estimate the degree to which inflation has eroded the value of contributions. The measure used in Table 3 is the Consumer Price Index. In this table, the nationwide figures for contributions in the ten years from 1969 to 1978 are expressed in current and constant (1972) dollars. In current dollars, allocations for contributions increased by 96 percent in this decade. When these dollars are deflated to the 1972 level, however, it is obvious that their purchasing power has diminished—$2.07 billion, the 1978 figure, is now worth $1.33 billion in 1972 dollars. Nevertheless, $1.33 billion is still a 10 percent increase over the previous high figure of $1.2 billion in 1969, and 20 percent ahead of the 1973 figure of $1.1 billion.[1]

While this rate of growth may not allow for a significant expansion of nonprofit services, these figures suggest that inflation has not completely eroded the recent increases in the dollar level of corporate giving. The experience of individual nonprofit groups, of course, may differ from the general pattern.

Increased Social Investment: A Corporate Obligation for the 1980's?

Taxpayer revolts with ensuing cuts in governmental support of human services or other local agencies, reduced levels of personal philanthropy due to inflationary pressures, diminution in the resources of general purpose and community foundations—all point to possible lean times ahead for voluntary agencies. Where can new funds be found?

Corporate profits are up, but for Conference Board survey participants, contributions as a percent of PTNI have been essentially stable for the last several years (see Tables 4 and 4A). For those who believe that corporations have an increasing responsibility to invest in the expansion of services by the nonprofit sector, or to help buffer it against damage by inflation and recession, such continued stability may be viewed

[1] If disbursements by corporate foundations, rather than contributions to them, were the basis for calculations, the 1978 figure would be $1.21 billion in constant dollars ($1.89 current). There are no data on which to base estimates for years prior to 1974, but in that year allocations and disbursements were approximately equal. Thus growth in the five year 1974-1978 period is approximately 19 percent in constant dollars.

with some disappointment. For those who believe that corporations have primarily economic obligations, but limited social responsibilities, such stability indicates that corporations are fulfilling their obligations to society. There are, of course, many shades of opinion in between.

Increasing the Corporate Share

If the first group were to have its way, and corporations were to assume a larger share of voluntary sector support, two obvious approaches suggest themselves: Encourage those who are giving to give more, and encourage those who are not giving to give.

A Larger Share of PTNI

Respondents to The Conference Board's survey are representative of the country's larger corporations—58 percent (432 companies) are among the *Fortune* 1300. Giving by the 759 participants in the 1978 survey accounted for 34 percent of the nationwide total; the income they reported represents 68 percent of consolidated corporate PTNI nationwide. For these companies, the ratio of contributions to worldwide PTNI has remained near the 0.50 percent level since 1974, while the domestic ratio has fluctuated in the 0.56 to 0.70 range. The proportion of survey participants giving above and below the 1 percent level has remained little changed throughout the last three survey years (see Tables 4, 4A and 5).

One way to increase the size of the contributions flow would be for these corporations to set a goal for a higher percentage of PTNI than they are currently giving, and to move toward this target over a period of years. In light of the demonstrated stability in the survey data, participants in the 1978 survey were asked if they had set a giving target for the period from 1979 to 1984.

Of the 697 companies responding to this question, 89 (13 percent) replied affirmatively. Seventy-three companies indicated that they had a target based on domestic PTNI, while 23 indicated that they had a target based on worldwide PTNI (see Table 6). The emphasis on a domestic PTNI target probably reflects the fact that many companies feel it is inappropriate to express domestic contributions as a percent of worldwide PTNI. While well over 60 percent of the total survey sample gives under the 1 percent level, only 36 percent of those with domestic PTNI targets, and 26 percent of those with worldwide PTNI targets, were planning to stay *under* 1 percent. The rest were aiming for targets between 1 and 3 percent. Eight companies were planning to go beyond 3 percent of domestic PTNI. About two-thirds of those with targets were planning to reach them by 1982. Since 1978 was the first year in which this question was asked, comparisons with earlier years are not possible. This will provide baseline data, however, for future surveys.

While 13 percent of the companies do have a target based on PTNI, the giving target approach is considered simplistic by some experts in corporate contributions. Among the arguments offered against such targets are these:

- As corporate profits rise, contributions usually show a healthy increase in absolute dollars, if not as a percent of PTNI.
- Increases to arbitrary goals—like 2 percent or 5 percent—would overburden the existing corporate contributions structure, and might result in the flow of more dollars than could be wisely invested and monitored.
- Allocation of large amounts of dollars to the social realm could invest the corporation with power and influence beyond its charter and legitimate economic functions. For example, among large corporations such as those on the top 50 list (Table 15), 5 percent of PTNI for any one corporation could mean annual contributions ranging from $10 million to $450 million.

Getting More Corporations Involved

Probably 25 to 30 percent of all the corporations in the United States make contributions. Although there are now approximately 2.1 million U.S. corporations, many of these are very small operations. For example, the latest

IRS data (for 1974) show that 1.14 million (58 percent) of the then 1.96 million corporations filing returns in that year controlled only *1 percent* of all reported assets. At the other end of the range, 72 percent of total reported assets were controlled by 2 percent (3,755) of the companies reporting.[2]

There are no data on how many of the companies in each of these groups actually claimed a charitable deduction. However, the 2 percent of the companies holding 72 percent of the assets accounted for 57 percent of the contributions made in that year, while the group that was larger in size (1.14 million corporations) and had 1 percent of the assets, accounted for only 1.17 percent of the contributions. It is possible that many of these smaller corporations do make contributions, but write them off as business expenses.

What about the larger corporations? Questionnaires for the Annual Survey of Corporate Contributions were mailed to all of the *Fortune* 1300 companies. Approximately one-third of these companies (432) responded. In 1978, a follow-up study was done among the nonrespondents. One hundred and fifty companies were selected at random; they were sent letters asking whether their nonresponse meant that they did not have a contributions program. One-third of those contacted responded. All of these companies indicated that they had a contributions program, with budgets ranging from a few thousand dollars to over a million. The median was approximately $300,000. Reasons for nonresponse varied, but among the most frequently cited were: they had misplaced or not seen the questionnaire, did not keep their records in a format suitable to responding to the questionnaire, or found the process too time consuming.

It is possible that there are some large companies that do not make contributions. However, it is unlikely that the 432 *Fortune*-list companies responding to the Board survey and the 50 responding to the follow-up letter are the only ones making contributions among the 1300 companies contacted originally. Others among the nonrespondents are likely to repeat the pattern of the follow-up group—that is, they have decentralized or informal giving programs with small- to medium-sized budgets.

Economic or Social Investments?

What about the economic functions and obligations of the corporation—can corporations afford to invest more of their revenues in the social realm? Much of the profit reported by corporations in 1978 is not considered profit in the true sense. Under conventional, historical cost methods of accounting, the reported net incomes of most companies during times of inflation tend to be exaggerated. Thus, while book profits for 1978 showed an increase of 16 percent, the Commerce Department estimates the real increase in net income at only 10.5 percent.[3] Income tax regulations also prescribe that companies compute their tax liabilities on the basis of historical costs. Therefore, these firms are being taxed to some extent on nonexistent profits.

In its 1978 Annual Report to the President, the Council of Economic Advisors pointed out that fixed investment by business has been slow to recover since the 1974-1975 recession.[4] It is lower as a percent of GNP in the United States than in most other industrial countries. The report states the challenge that business and society will face in their attempt to strengthen the economy and achieve desired social goals in the coming years:

> "A number of other considerations suggest that society would benefit from stronger investment than has occurred in much of the recent past. To expand our production of domestic energy, at least in part from new

[2] *Statistics of Income, 1974—Corporation Income Tax Returns,* Washington, D.C., Department of the Treasury, Internal Revenue Service, 1978.

[3] See "Corporate Profits," The Conference Board, Economic Road Map nos. 1854-1855, May, 1979.

[4] *Economic Report of the President,* Washington, D.C., U.S. Government Printing Office, 1979, pp. 126 and 127.

sources, will require large outlays at some future time. In addition, society is demanding protection from environmental pollution, occupational hazards, and product deficiencies. Achieving these social goals, which are not part of output as conventionally measured, entails additional investment. Business expenditures for pollution abatement have risen to a significant fraction of total business fixed investment in recent years, an estimated 5 percent in 1977 and 4.7 percent of total planned investment in 1978. . . . For some [industries], the percentage of total investment is more than twice the national average. Investments for pollution abatement and other social objectives may, to some degree, displace investment that would expand capacity. Consequently higher total investment will be needed if we are to meet both output goals and social objectives."

Those making corporate investment decisions in the 1980's have an obvious obligation to their stockholders and a stake in the economic health of the nation. Each corporation has its own social investment profile. Some of this investment has been mandated through government legislation and regulation—a result of social pressures. Other aspects of corporate social investment are voluntary and are made in the form of cash contributions, property, loaned personnel time, and "in kind" services. Whatever the motivation, for many corporations the outcome may already be a significant level of social investment—substantially in excess of what is reported for IRS purposes as charitable contributions. The extent to which voluntary social investment can increase in the 1980's will depend upon several factors. Among these are the regulatory climate, and how corporate decision makers interpret the corporation's economic and social obligations in a period of possible recession and continued inflation.

Chapter 2

Investigating the Contributions Mechanism

DIRECT corporate contributions accounted for 60 percent of total giving in 1978, while pay-outs by company foundations made up the remaining 40 percent. The proportions were much the same in 1977, but four years earlier, the 1974 data showed a 65-35 percent split. Thus, although company foundation pay-outs have edged up as a percent of total contributions in the last five years, direct corporate giving still accounts for the lion's share.

Traditionally, funds in many of these direct corporate programs were dispensed through the office of the Chief Executive Officer. However, over the past several years there have been indications that the responsibility has been shifting to the Public Affairs Department. An item in the 1978 survey was designed to clarify the direct program's current location in the corporate organization.

Two additional items in this year's survey provide further detail on how the contributions mechanism works. In the first item, respondents were asked whether they had a separate mechanism for handling their educational contributions. About 13 percent of the companies (101) responded affirmatively. The second item asked companies to provide detail on how they allocate their giving among programs that are national in scope, those in the headquarters community, and those that are exclusively local (in plant communities, regional offices and so on). Approximately 64 percent of the companies (483) provided data for this section.

The Major Giving Mechanisms

Over 80 percent of the participants in the survey indicated that they have a direct corporate giving program, while 45 percent indicated that they have a company foundation. Because of "self-dealing" and other legal restrictions on company foundations, those corporations that use a foundation usually accompany it with a direct giving program.

Direct Corporate Giving

For those with a direct program, the most common locations in the organization are the public affairs department (37 percent) and the office of the Chief Executive Officer (19 percent). Table 7 shows these and the distribution of placements among other functions.

A common assumption among contributions executives has been that, as the contributions budget grows, and the function becomes more time-consuming and specialized, it moves from the CEO's office to the public affairs department. At this point it becomes less identified with an individual chief executive, and more closely aligned to corporate public affairs goals. Table 8 shows how the location of the function varies with budget size. The most pronounced patterns, as expected, are shown in public affairs and the CEO's office.

Of the 192 companies with budgets of $700,000 or more, over half (55 percent) administer their contributions budget through the

public affairs department, while only about 8 percent administer it from the CEO's office. Of the 288 companies with budgets under $300,000, 24 percent administer their budget through public affairs, while 27 percent administer it from the CEO's office. It is quite possible that many of the companies with smaller budgets are also relatively small in terms of profits, number of employees, and so on. These companies may not have a formal public affairs department.

In the middle range are 131 companies with budgets of $300,000 to $699,000—40 percent of these locate direct giving in public affairs, while 15 percent locate it in the office of the CEO. No matter what the budget size, about a quarter of the companies place the contributions function in some area *other* than the major ones discussed above.

Company Foundations

Among survey participants, approximately 40 new company foundations were established in the 1975-1979 period. The banking and insurance industries accounted for 65 percent (26) of this total. Seven of these were organized in the first half of 1979. Overall, 345 companies reported that they had foundations. About 7 percent of the respondents (26 companies) used their foundation as a pass-through device, with funds paid in for 1978 equaling those paid out. Over half (178 companies) used some of their reserves from previous years during 1978. For these companies, pay-outs exceeded pay-ins by $73.7 million. The remaining 41 percent (141 companies) contributed to the buildup of foundation reserves. Funds paid into these foundations exceeded those paid out by $215 million. Thus, the net buildup of reserves for the 345 companies came to $141.2 million, the figure reported in Table 2.

Special Arrangements for Educational Support

Foundations are the vehicle used by 44 percent of the 101 companies that have a separate arrangement for educational support. A separate committee is used for this support by 18 percent of the companies, while 17 percent use a separate administrator; 21 percent use a variety of other arrangements.

How Giving Is Allocated: National, Headquarters City, and Local Programs

On the average, local programs take a 38 percent share of the budget among the 483 companies responding to this survey question. The remaining 62 percent of the budget is divided almost equally between national (32 percent) and headquarters city programs (30 percent). Direct programs target more of their giving to local projects (39 percent) than do foundations (35 percent). Conversely, direct programs target less of their giving in the headquarters city—28 percent versus 34 percent for foundations (see Table 9).

What the optimal mix of national, headquarters and local support should be is an open question. For corporations with large numbers of employees in regional offices, or plant locations throughout the country, more giving may be targeted at the local level. Banks and utilities are more likely to concentrate their giving in the headquarters community or the immediate service area. Corporations specializing in consumer products, or other high visibility goods and services with a national image, may be likely to give heavier support to national programs.

Chapter 3

The Key Indicators: Income, Assets and Employees

ONE of the most important management responsibilities of a corporate contributions officer is the preparation and presentation of the annual contributions budget. Those responsible for approving the budget often want more than a simple scheme for allocating funds among beneficiaries. Equally important is some set of benchmarks that will allow corporate managers to place their decisions about increases, decreases or maintenance of budget size in a reasonable business context.

Tables 10 through 14A were designed to provide three basic ratios: contributions as a percent of pretax net income, contributions as a percent of assets, and contributions per employee. To allow for flexible comparisons, companies are grouped in several alternate formats. Industry class is a key grouping for most budget presentations, but use of groupings by income size, asset size, and number of employees can make a broader spectrum of ratios available. Finally, use of percentile rankings allows those companies wishing to move ahead of the middle of the group (as defined by the median) to determine what a leadership ratio might be (see Tables 15 to 18A).

The Average

What does the average company give? Based on income, the companies in this survey group gave 0.61 percent of domestic pretax net income (PTNI); 0.48 percent of worldwide PTNI. Based on assets, they gave .044 percent of domestic assets; .037 percent of worldwide assets. On a per employee basis, they gave $57 per domestic employee; $42 per worldwide employee. Averages, of course, mask the individual performances within specific groups where there are indications of both growth and decline. The patchwork patterns of these changes, however, make generalizations difficult.

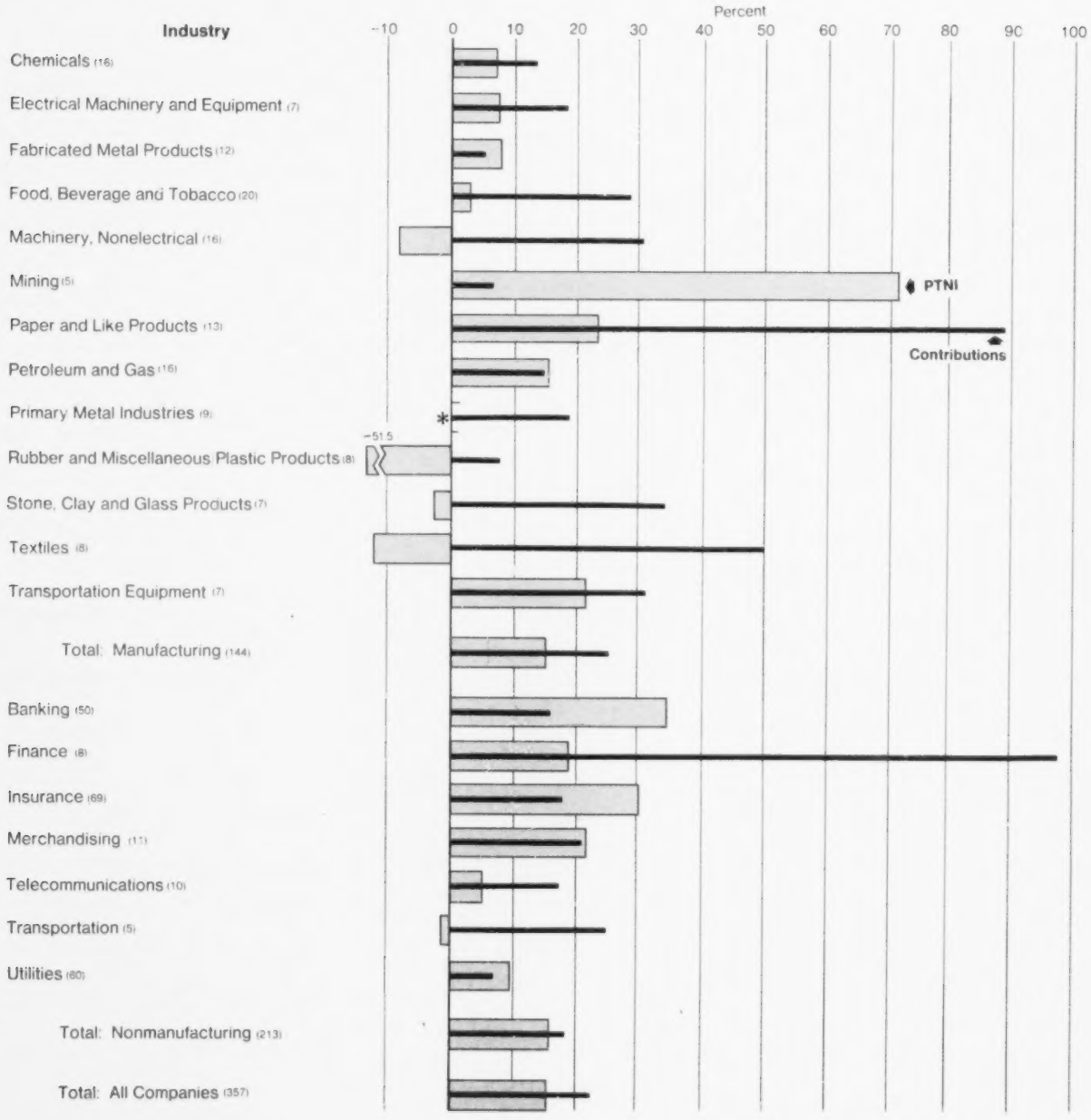
Contributions as a Percent of Pretax Net Income

Since industry class is a key grouping for budget analysis within most companies, the percentage changes in contributions and PTNI for those companies reporting in 1977 and 1978 have been highlighted in the boxed section on page 11. The 1978 ratios are listed in Tables 10 and 10A.

Chart 1: Percentage Change in Contributions and Pretax Net Income, 1977 and 1978

357 Companies Reporting Domestic Pretax Net Income in Both Years

Grouped by Industry Class (with at least 5 cases in each)



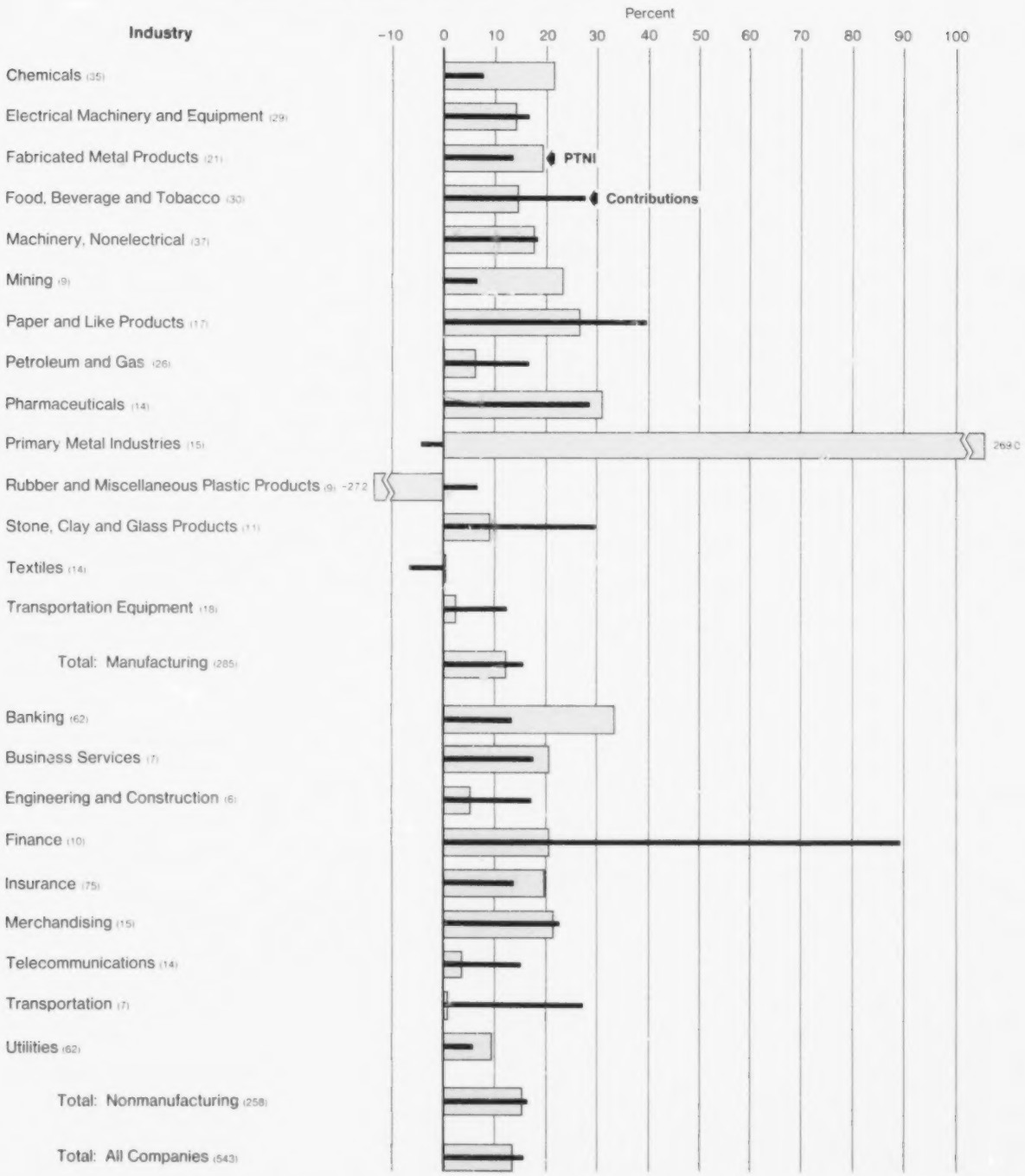
Note: Numbers in parenthesis represent number of companies

* Group showed a profit loss in 1977

Chart 1a: Percentage Change in Contributions and Pretax Net Income, 1977 and 1978

543 Companies Reporting Worldwide Pretax Net Income in Both Years

Grouped by Industry Class (with at least 5 cases in each)



Note: Numbers in parenthesis represent number of companies.

Charts 1 and 1A show changes in contributions and United States and worldwide income for those companies—grouped by industry—reporting in both 1977 and 1978. Primary metals and rubber are industries that show a one-year lag effect between profits and contributions. Profits in primary metals dropped between 1976 and 1977, so there was a loss in domestic income and a very modest gain worldwide. Contributions, however, increased 20 percent. Between 1977 and 1978 there was a strong increase in profits, but contributions declined. The rubber industry showed a loss between 1977 and 1978, but contributions increased. This kind of pattern can be observed in the historical data in Table 1. For example, contributions increased slightly while income dropped between 1968 and 1969, and again between 1974 and 1975.

Based on domestic income, eight of the twenty industry groups shown in Chart 1 increased their giving at rates that outpaced their increases in income. This contributed to an overall rise in the domestic ratio from 0.57 in 1977 to 0.61 in 1978. Among these eight, the highest ratio was the 1.22 percent registered by the paper industry. For another five industries in the survey group—nonelectrical machinery; rubber; stone, clay and glass; textiles; transportation—higher ratios were more a function of decreasing domestic income than increasing giving. For most of the remaining seven industries, profits rose at a faster pace than giving.

While the overall ratio of contributions to worldwide PTNI remained stable at 0.48 percent between 1977 and 1978, twelve of the industry groups shown in Chart 1A increased their incomes and show a higher contributions ratio. The highest ratio among this group was 1.06 percent for merchandising, followed by 1.05 percent for the paper industry. The increased ratio for companies in the rubber industry resulted primarily from a 27 percent drop in profits. For the remaining ten industries, profits generally grew at a faster pace than giving.

An analysis of the domestic income to contributions ratio among companies grouped by *asset size* (Table 11) indicates a general upward increase in 1978 for those companies with assets of $300 million or more, and slight decreases for groups with smaller asset size. In contrast, grouping companies by size of their domestic *work force* shows a general upward trend in 1978 in all groups, except that of 1,000 to 2,499 employees (see Table 12).

There is a spotty pattern of growth and decline when the worldwide ratio is analyzed with companies grouped by asset or employee size. By *asset size* (Table 11A), there is a drop off in the three low-to-middle ranges ($50 million to $300 million) in 1978, while the smallest (below $5 million) grew. There was also growth in four of the five ranges extending from $300 million to over $5 billion. The exception is the $1 to 2 billion range. The same kind of alternating effect is present in the grouping by size of worldwide *work force* (Table 12A) where growth in 1978 came in the smallest (below 999 employees), largest (25,000 and over) and middle range (5,000 to 9,999 employees).

Contributions as a Percent of Assets

As a percent of domestic assets, contributions remained stable at .044 percent between 1977 and 1978. While there was growth in the ratios of those companies with relatively few employees (under 1,000), and those with large numbers (25,000 and over), the drop off among companies in the middle ranges negated the effect on the total. Based on worldwide assets, the average was .035 in 1977 and .037 in 1978. What growth occurred came mostly among those companies with 15,000 or more employees (see Tables 13A through 13C).

Contributions per Employee

As they have in every one of the last five years, figures for contributions per employee grew in 1978—to $57 per domestic employee—up from $51 in 1977 and $44 in 1974. The worldwide figure is $42, up from $34 in 1977

and $31 in 1975, the first year that worldwide data were available. The domestic figure was up for all groups except those employing between 1,000 and 2,499 people. The figure based on worldwide employment was down for this same group, as well as for those companies with fewer than 500 employees, but up for all other groups (see Tables 14 and 14A).

The Leaders

Table 15 provides a basis for comparison with the top 50 givers among those surveyed. Companies can also compare their ratio of contributions to PTNI with that of the top 25, 20 or 10 percent of their peer groups, based either on income size, asset size, or industry group (see Tables 16 through 18A).

Top Dollar Donors

Contributions budgets for the first ten of the top fifty donors (in terms of dollars) ranged from $27.6 million to $9.1 million, up from comparable figures of $23.1 to $8.2 million in 1977. Figures in the number 25 and number 50 spots are $5.0 million and $2.7 million respectively, up from $4.3 and $2.4 million in 1977. Of the 45 companies that have been on the top 50 list both years, 26 increased their contributions at a rate greater than their income, so that their ratios are higher in 1978. For most of those remaining, profits grew at a faster pace than did contributions, with a resulting dip in the ratio (see Table 15).

Leadership Ratios

Overall, it appears that leadership in setting higher ratios is strongest among those companies that might be classified as medium-to-large either in terms of income size or asset size. Companies with larger incomes are more likely to be in the manufacturing sector, while those with larger holdings of assets are more likely to be in the nonmanufacturing sector, especially banking, insurance, utilities and transportation.

The ratios in the summary columns for those tables grouping participants by income range (16 and 16A) and by asset size (17 and 17A) are generally lower in 1978 than in 1977. There are, however, pockets of growth within individual ranges which are discussed below. These are most apparent in the tables grouping companies by income size.

Income Size

When domestic income is used (Table 16), ratios at the median and upper percentiles for companies in the $10-25 million range, and in the three top ranges ($100-250, $250-500, and $500 million and over), are generally higher than last year. When worldwide income is used (Table 16A), there are increases in the ratios at the median and upper percentiles for companies in the two ranges between $10 and $50 million, and for those in the four top income groups (ranging from $100 million to $1 billion and over). The falloff in ratio size appears to be primarily in the two smallest income groups and in the middle group—those with income of $50 to $100 million.

Asset Size

When companies are grouped by asset size, the most consistent patterns of growth on the table showing domestic data (Table 17) are in the two middle ranges (from $300 million to $1 billion), and the two upper ranges—from $3 billion to over $5 billion. The ratios at the 75th percentile are higher for all of the groups above $300 million in assets. On the worldwide table (17A) there is a less consistent pattern of growth—ratios at the 75th and 80th percentiles are higher for the $200-300 million and $300-500 million asset groups. Ratios at the 80th percentile are higher for the $2-3 billion and the over $5 billion group.

Industry Class

There is some growth shown in the tables grouping companies by industry (18 and 18A),

but this is spotty. In the domestic table (18), three groups registered both higher profits and leadership ratios in 1978: food, beverage and tobacco; transportation equipment; and telecommunications. Using worldwide data (Table 18A), six groups show both higher profits and ratios: electrical machinery and equipment; food, beverage and tobacco; petroleum and gas; merchandising; telecommunications; and transportation.

Chapter 4

Where the Corporate Dollars Go

A LARGE PART of most contributions budgets, perhaps as much as 75 to 85 percent, is made up of items that allow the contributions officer little room for flexibility: pledges for capital support or other purposes, support of federated campaigns, donations to colleges and universities from which employees are recruited, and so on. In 1978, over 80 percent of the companies that provided detail about dollar allocation gave to federated drives, youth agencies, local health and welfare agencies, or to community improvement activities. The same proportion made unrestricted operating grants to institutions of higher education, supported economic education, aided a museum, or supported a musical activity (see Chart 2).

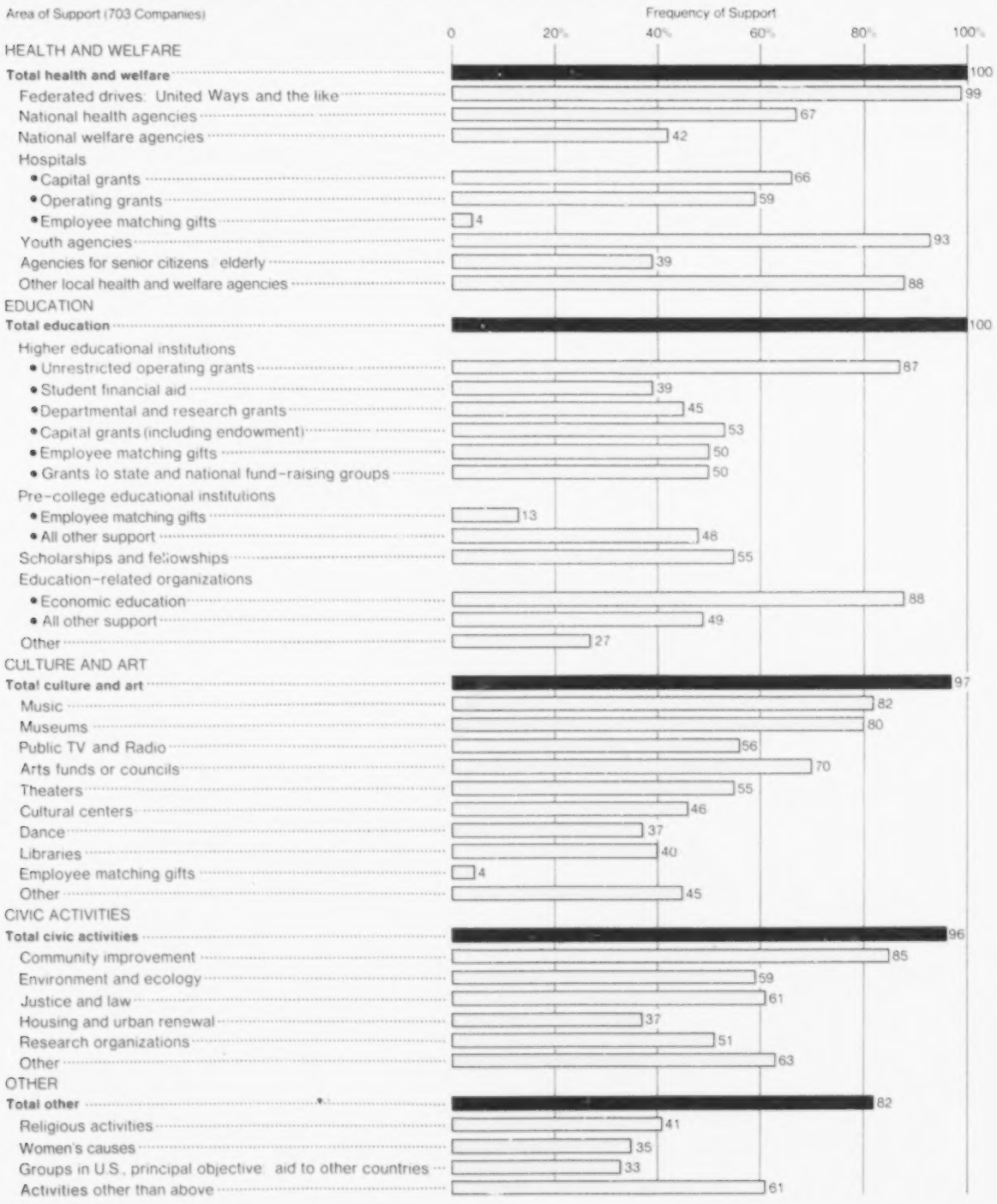
Because historical patterns of giving are influential in making budgeting decisions, the *proportion* of the budget allocated to various activities remains much the same. Changes are seldom dramatic—shifts come slowly. This can be seen in the historical data profiled in Table 19. As in the past years, health, welfare and educational activities continued to account for the bulk of corporate giving, a combined 74 percent in 1978. Civic activities and culture and art account for another 21.5 percent of the remainder. As in the past few years, culture and art has grown one percentage point, with a corresponding drop in the health and welfare category. The civic area, which has been edging up as a percent of total giving in recent years, remained stable in 1978.

A smaller portion of the budget (approximately 15 to 20 percent) is usually reserved for items that allow the contributions officer to exercise some discretion. Such funds may be set aside for new projects or those that might have a higher risk factor than the usual budget staples. How much of the budget is made available on this more flexible basis varies with the profit outlook and the philosophy of the company. Within the last few years, a handful of companies have made public their intention to devote a portion of their budgets to several new priority areas. These include programs which aid the aging or help battered families, try to alleviate minority youth unemployment, promote small town and rural development, civil justice reform, and so on.

In a period of inflation and recession, the continued availability of funds for new initiatives will depend on corporate ability to expand the budget overall, or to begin paring support to some of the long-standing recipients, thus making way for new priorities.

In the 1978 survey, lines were added to track corporate support of two new areas that have received attention in the last several years: programs for senior citizens and the elderly, and programs that support women's causes. Each is currently receiving about 0.2 percent of the corporate dollar. Since this is the first year that such data were collected, it is possible that not all survey participants were able to identify these items in their budgets and supply data.

Chart 2. Frequency of Support in Major Areas of Giving, 1978



Moreover, much support to both groups is included in other categories of giving, such as that to health and welfare, community groups, or educational institutions. Individual sums cannot be isolated easily within these categories.

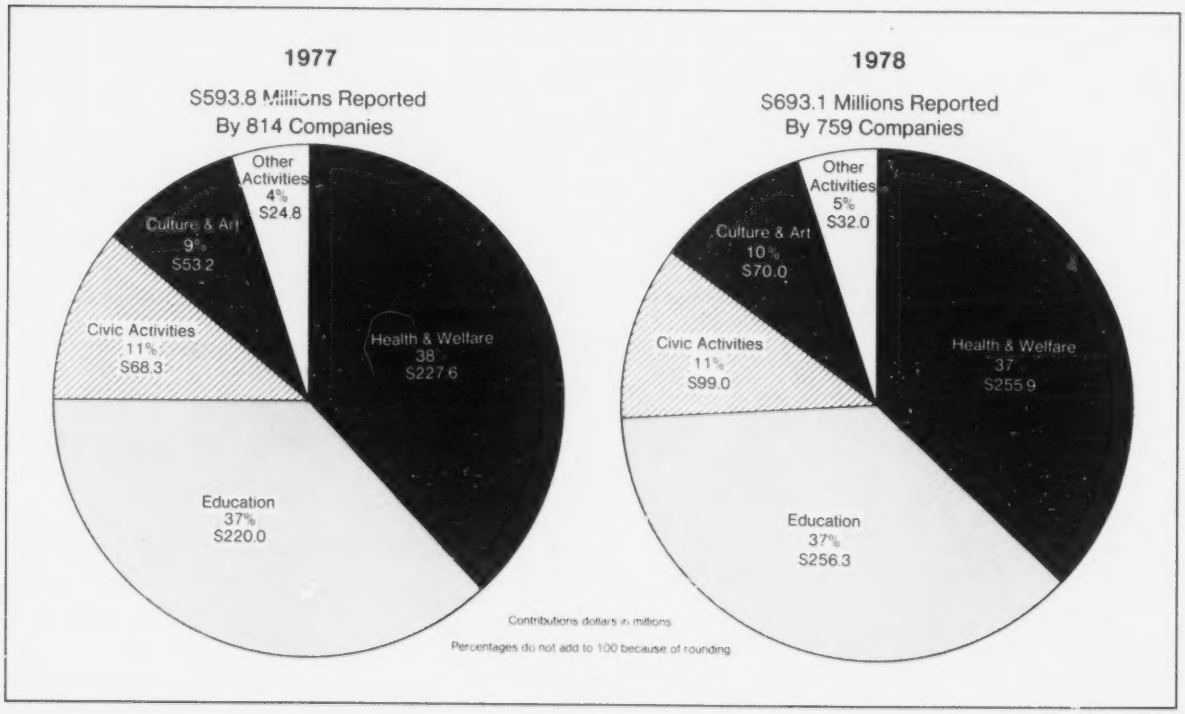
Another addition to the 1978 survey was a supplementary sheet designed to collect data on corporate giving overseas, and on domestic giving to public broadcasting either as a contribution, a business expense, or both. As expected, the results are spotty. The contributions officer does not always have easy access to information handled by other corporate departments, or decentralized into other divisions throughout the company. About 100 companies were able to supply some details on each topic; they are summarized at the end of this section.

The Major Beneficiary Groups in Brief

Chart 3 illustrates the high degree of stability in the way contributions were allocated proportionally among the major beneficiaries between 1977 and 1978. Actual dollar support, however, was not static; each category received increased aid in 1978. Data were supplied by 547 companies on both contributions and worldwide PTNI in 1977 and 1978. The results show that contributions went up in all areas: health and welfare 10.9 percent; education 16.9 percent; culture and art 28 percent; civic activities 17.4 percent; and all other support by 22.2 percent. For these companies, the overall 15.9 percent increase in contributions is ahead of the 13.3 percent increase in PTNI (see Table 20A; data for 370 companies providing domestic PTNI appear in Table 20).

Manufacturing and nonmanufacturing firms differ in how they allocate their dollars among beneficiaries, particularly in the areas of health, welfare and education. Led by such industries as banking, merchandising, transportation and utilities, the nonmanufacturing sector gives a larger proportion of its support to federated drives; this tips the balance in the entire health and welfare category. In 1978, nonmanufacturing gave 46.1 percent to health and welfare in

Chart 3: Distribution of the Contributions Dollar, 1977 and 1978



contrast to 32.8 percent by the manufacturing sector.

Federated campaigns received 30.5 percent of nonmanufacturing's support, compared with 18.5 percent for manufacturing. In education, however, the situation is reversed, with 42.3 percent of the manufacturing sector's budget going to support this area, in contrast to 26.4 percent of the nonmanufacturing sector's budget.

There are probably a variety of reasons for these differences, among them the fact that the high-technology industries in the manufacturing sector depend on a highly educated work force. Banks, retailing establishments and utilities, on the other hand, usually have high local visibility and strong local roots. Thus, they probably devote a significant portion of their support to local service agencies, and do so through federated campaigns.

The differences in support by the two sectors are visible but not as pronounced in the three remaining areas (see Table 21).

Because of the stable patterns of giving to beneficiary groups between 1977 and 1978, only brief commentaries on each of the five areas have been provided.

Federated Campaigns

The stronger support for federated campaigns among the nonmanufacturing sector is reflected in the contributions per employee figures (see Table 23) as well as in the industry dollar averages for all companies. The average is $12 per domestic employee (figure does not include employee giving). The nonmanufacturing sector gives $15 per employee, while the manufacturing sector gives $11. Pharmaceuticals ($16), petroleum and gas ($15), and chemicals ($14) average somewhat above the manufacturing average; textiles ($5), rubber ($8), and transportation equipment ($8) average somewhat below it. The nonmanufacturing average is raised by heavy per-employee giving in banking ($41), utilities ($22), and insurance ($19). Engineering and construction ($5) finance ($6), and transportation ($8), on the other hand, give well below the $15 average for the sector.

Health and Welfare

While the proportion of the budget allocated to this area dropped from 38.3 percent to 36.9 percent between 1977 and 1978, two subcategories—matching gifts to hospitals and youth agencies—remained stable at 0.9 percent and 3.2 percent, respectively. Support to federated drives remains the largest single block, although it dropped from 21.6 percent in 1977 to 20.5 percent in 1978 (see Table 21). The average support in the manufacturing sector is 32.8 percent, but five industry groups—fabricated metals, nonelectrical machinery, primary metals, rubber and textiles—gave above 40 percent. All but textiles tend to be well above the average in their sector for support of federated drives. The petroleum and gas industry allocated 20.7 percent of its budget to health and welfare, the lowest percentage for the manufacturing sector. Among nonmanufacturing industries, the lowest figure was 35 percent given by the business services group, while finance (63.9 percent), merchandising (51.9 percent), and utilities (51.1 percent) gave well above the 46.1 percent average for their sector.

Education

Changes were made on the survey questionnaire for the education section in 1978: economic education was moved from the "other" category into education as one subdivision of support to education-related organizations. Matching gifts for education were broken down into two parts: one for higher education and one for precollege. Wherever possible, data in the survey tables have been adjusted to reflect the addition of economic education to the education section. Matching gift information for precollege institutions may be slightly understated, and those to higher education overstated, since some survey participants were unable to split the two and placed the total sum in higher education.

Capital Grants

While a larger number of survey participants make capital grants to hospitals, a greater proportion of capital giving goes to institutions of higher education. Capital support as a percent of total contributions dropped from 9.3 percent in 1977 to 8.9 in 1978 (see Table 22).

About 53 percent of the companies surveyed make capital grants to higher education. As a proportion of total capital giving, support for this area went from 57.4 percent in 1977 to 58.4 percent in 1978. In contrast, about 66 percent of the companies surveyed made capital grants to hospitals. As a percent of total capital giving, however, support to hospitals fell from 42.6 percent in 1977 to 41.6 percent in 1978. As a proportion of total giving, capital support for hospitals has been dropping off since the 1974 survey. Capital support for higher education remained relatively stable from 1974 to 1976, but has dropped off in 1977 and 1978 (see Table 19).

The overall downward movement probably reflects both a decreased need for bricks and mortar in these areas, and increasing corporate reluctance to tie up a portion of their contributions budgets in either a large one-time grant or a multiyear pledge.

The overall proportion of the budget devoted to education remained stable at 37 percent between 1977 and 1978. Upward movement came in support through unrestricted operating grants (from 5.9 to 6.3 percent), departmental and research grants (from 5.3 to 6.0 percent), and economic education (from 1.3 to 1.7 percent). Matching gifts for precollege and higher education total 3.9 percent, up slightly from the 3.8 percent total in 1977. Conversely, the other subcategories registered small decreases.

Unrestricted operating grants, which account for the largest portion of educational giving, went from a high of 6.9 percent of the budget in 1974 to a low of 5.9 percent in 1977. With their movement back up to 6.3 percent in 1978, they are just ahead of departmental and research grants (6.0 percent) an area that has increased in all the surveys since 1974, except 1977 (see Table 21).

Although manufacturing industries as a whole devote a significant proportion of their budgets to educational support, there are four industries that allocate less than 35 percent—well below the 42.3 percent average. These are fabricated metals (34.9 percent), nonelectrical machinery (34.1), paper (21.9 percent), and printing and publishing (32.3 percent). Mining devotes 50 percent of its budget to educational support and pharmaceuticals is almost at the same level (49.3).

In nonmanufacturing, engineering and construction (38.0 percent) and insurance (36.3 percent) give well above the 26.4 percent average for the sector. On the other hand, finance (19.4 percent) and merchandising (17.3 percent) give well below the average.

Culture and Art

Whether it is an indication of solid commitment, or a method of corporate self-promotion, as some critics suggest, corporate support of culture and the arts continues to grow—from 7.3 percent in 1974 to 10.1 percent in 1978.[1] Support for museums, musical activities, cultural centers, and dance increased over the 1977 level, while the other subcategories remained stable. In the manufacturing sector, printing and publishing (23.5 percent), petroleum and gas (15.0 percent), and stone, clay and glass (17.4 percent) gave well above the 9.2 average, while rubber (3.3 percent) and paper (3.5 percent) gave well below it. Transportation (25.8 percent) and telecommunications (16.7 percent) gave well above the 12.4 percent average for the nonmanufacturing sector, while engineering and construction (4.6

[1] There have been a number of articles about corporate support of the arts in the *Wall Street Journal* during 1978 and 1979. For example, see:

"The Partnership of Museums and Corporations," November 2, 1979.

"Business Support of the Arts Crescendoes in Washington, with Political Overtones," January 18, 1979.

"The Corporation as a Patron of Architecture," October 27, 1978.

"Why Corporations Give Money to the Arts," March 31, 1978.

percent) and finance (5.5 percent) gave well below it (see Table 21).

Civic Activities

Growth in the civic area leveled off in 1978, due to a slight decrease in manufacturing sector support for the area. This was almost exactly offset by mild increases in the nonmanufacturing sector, so that the figures were 11.4 percent of total giving in 1978 and 11.5 percent in 1977. Support for housing and urban renewal (0.8 percent) showed a small increase over 1977 (0.5 percent), while justice and law and support for other civic activities remained stable (see Table 21). The remaining categories decreased. Most of the decreases came in manufacturing sector support for environment and ecology. This had been especially high in 1977, reflecting large land donations by several companies in the paper industry. The paper industry continued to be a heavy supporter of civic activities in 1978, devoting 43.5 percent of its budget to this area—four times the 10.8 percent average for the sector. Rubber (5.3 percent) and stone, clay and glass (6.2 percent) were somewhat below this average. Most of the industries in the nonmanufacturing sector clustered around its 11.6 percent average, with the exception of engineering and construction (6.7 percent).

Other Activities

Addition of a new subcategory, women's causes, and a slight increase in the amount of unclassified or not identified giving, are responsible for the increase in this area from 4.2 percent in 1977 to 4.6 percent in 1978. For nine of the industry groups, aid to women's groups was less than one-tenth of 1 percent of the total contributions budget. Those industries giving above the 0.2 percent average for women's causes are insurance (1.7 percent), textiles (0.6 percent), and merchandising (0.6 percent). Support for religious activities remains stable at 0.3 percent, with finance (12.3 percent), textiles (1.6 percent), and food, beverage and tobacco (1.4 percent) giving well above the average. Groups in the United States that focus on aid to other countries continue to receive 1.0 percent of the budget, with pharmaceuticals (4.5 percent), electrical machinery (2.4 percent), and business services (2.2 percent) giving well above that level (see Table 21).

Public Broadcasting: When Contributions and Business Expense Dollars Mix

Although contributions dollars are one means of supporting public radio and television, many companies prefer to account for support of this area as a business expense item. The 1978 survey attempted to gather details on how great a proportion of support for public broadcasting came from contributions and business expense accounts, and how this was allocated among operating support and program support in five major areas.

Sources of Support

Just under 300 corporations (293) returned the supplementary sheet reporting on their funding of public broadcasting, both through contributions and as business expenses. The $17 million dollars they reported probably represent about 35 to 40 percent of all corporate support for public broadcasting. The bulk of those responding (277 companies) reported funds slotted as contributions; only 43 companies reported them as business expenses. However, the $5.7 million in business expense funds represents 34 percent of the $17 million total. Total grants by individual corporations range from a low of $25 to a high of more than $4 million. The median grant was $4,000.

Most of the companies reporting (80 percent) provided some level of operating and capital support. Among this group of companies, however, operating and capital support accounted for only 22 percent of the contributions made to public broadcasting and 12 percent of the business expenses—amounting to 19 percent overall. The remaining 81 percent was devoted to program support (see Exhibit 1).

How the Program Dollar Is Allocated

Culture and arts programming received the greatest part of the program dollar, 47 percent,

Exhibit 1: Support for Public Broadcasting, by Budget Source and Purpose, 1978

Budget Source	Number of Companies	Amount ($000)	Operating and Capital Support	Program Support	Total
			Percentage Distribution		
Contributions	277	$11,334	22.0%	78.0%	100.0%
Business Expense	43	5,672	12.0	88.0	100.0
Total	293	$17,005	19.0%	81.0%	100.0%

followed by education, which claimed 38 percent (see Chart 4). The bulk of the funds for culture and art and sports programming came from the business expense budget, while the contributions budget remains the mainstay for educational, public affairs and other programming (see Chart 5). Possibly, the figures for program support to education are slightly inflated. Some companies appear to have included support for educational broadcasting, which may or may not be "public" in this area.

Overseas Contributions: The Geographic Spread

Of the 388 survey participants indicating they were multinationals, slightly over half—214 companies—made contributions outside the United States in 1978. Of these, 135 companies supplied data about the total dollar amount contributed—$35.8 million. A supplement to the 1978 questionnaire was designed to collect additional detail about the degree of decentralization in making overseas contributions,

Chart 4: Distribution of the Public Broadcasting Program Dollar, 1978

$13.8 Million Reported by 105 Companies

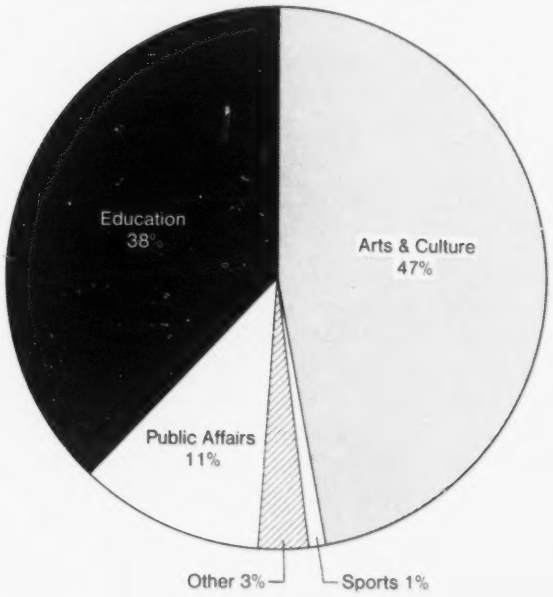
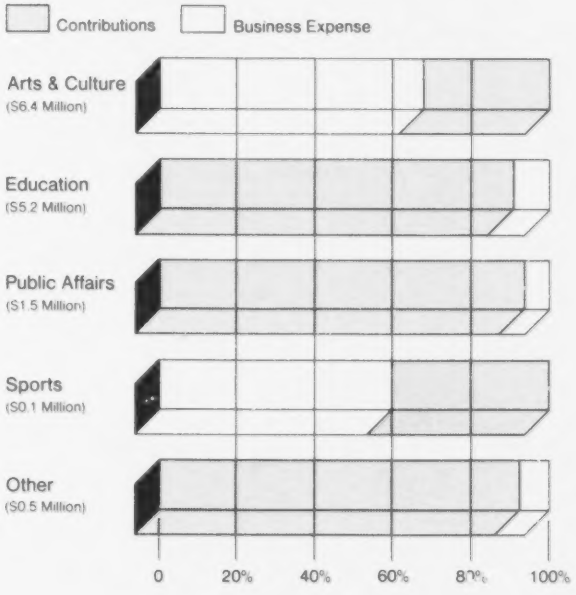


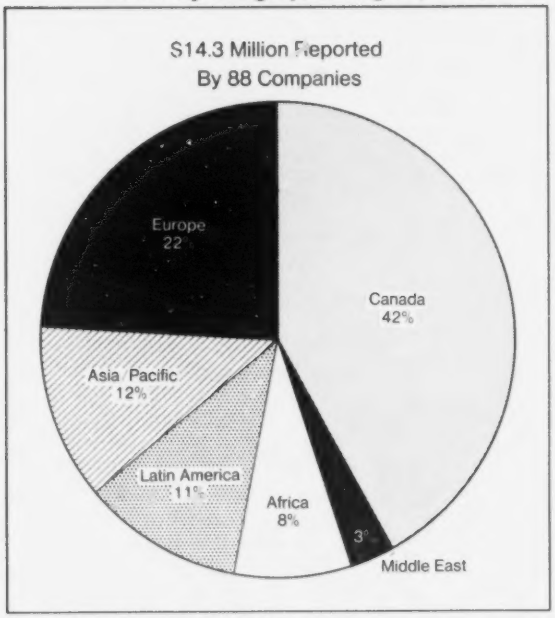
Chart 5: Budget Source for the Public Broadcasting Program Dollar, 1978

$13.8 Million Reported by 105 Companies



and how giving is distributed geographically. Roughly 100 companies responded to this supplement. They probably represent between 15 and 20 percent of the U.S. multinationals with any significant overseas holdings. For these companies, only a fraction of their overseas giving—3 percent—is made directly by U.S. headquarters. This amounted to a total of $769,000 for those surveyed. The remaining $28.1 million was made by foreign subsidiaries or affiliates.

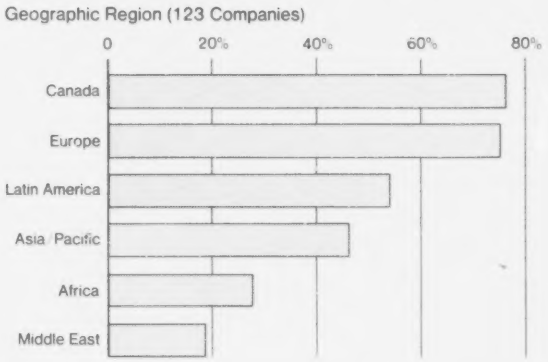
Chart 6: Allocation of the Overseas Contributions Dollar by Geographic Region, 1978



Percentages do not add to 100 because of rounding

Almost two-thirds of the dollars reported by participants went to Canada and Europe on a two-to-one ratio. Details on the distribution of the remaining funds are shown in Chart 6. In addition to receiving the greatest dollar share, Canada and Europe also receive support from the largest *proportion* of companies (Chart 7). While Chart 6 shows that more dollars go to the Asia/Pacific region than to Latin America, Chart 7 shows a reverse in the sequence: more companies make contributions in Latin America than in the Asia/Pacific region. Africa and the Middle East receive relatively small percentages of the overseas giving dollar. Nonetheless, 30 percent of the respondents make contributions in Africa, and about 20 percent give in the Middle East.

Chart 7: Overseas Contributions: Frequency of Support by Geographic Region, 1978



Appendix

THE PROCEDURES for sample selection and survey administration have been developed and refined throughout five years of joint survey sponsorship by The Conference Board and the Council for Financial Aid to Education.

Sample Selection

The list of companies invited to participate in the Annual Survey of Corporate Contributions has been screened through several studies. Companies are selected to provide a cross section of the corporate population based upon industry classification, geographic distribution, and the existence of a corporate contributions program. The 1978 sample included 4,500 companies. Since available government data and previous experience have indicated that large companies are the major sources of contributions dollars, all companies that have appeared in *The Fortune Double 500 Directory* in the past several years are included in the sample.

Survey Administration

In April, 1979, a four-page questionnaire was sent to the Chief Executive Officer of each of the 4,500 companies in the survey sample. In a covering letter, the CEO was asked to encourage the company's participation in the survey. Where the name of a contributions officer was available—which was the case for about 1,700 of the companies—this officer received a separate copy of the questionnaire with a covering letter. A reminder letter was sent to nonrespondents in June, 1979 and a total of 759 questionnaires was received before data processing began.

The questionnaire contained six sections, covering approximately 70 items, all targeted at obtaining 1978 financial and contributions data for the companies surveyed. A special one-page supplement to the survey collected data on expenditures for overseas giving and support of public television and radio.

Each questionnaire was edited and checked for accuracy and consistency. Spot checking of financial data was done through comparison of sales, assets and so on, with those in *Moody's Corporate Manuals,* Moody's Investor's Service, New York. Following keypunching, further computerized arithmetical and consistency checking identified errors in the allocation of contributions dollars. These errors were corrected through telephone checks with the respondents.

Respondent Profile

Table 1 is a profile of the 701 survey respondents that provided worldwide sales information. Of these respondents, 88 percent reported worldwide sales of $100 million and over. The response is weighted toward larger corporations—15.4 percent reported sales in the $500 million to $1 billion category, and 36.9 percent reported sales of over $1 billion. Of the nonmanufacturing companies, 23 percent reported sales *under* the $100 million level, while only 14 percent of the manufacturing companies were in this category. More than 45

Table A-1: Total Survey Participants and Percentage in Manufacturing and Nonmanufacturing Sector —Companies Grouped by Worldwide Sales

Worldwide Sales	*Number of Companies*	*Percent of Total*	*Number of Manufacturing Companies*	*Percent of Manufacturing Companies*	*Number of Nonmanufacturing Companies*	*Percent of Nonmanufacturing Companies*
Less than $5 million	1	0.1%	0	0%	1	0.3%
$5-25 million	11	1.6	2	0.5	9	2.6
$25-50 million	26	3.7	4	1.1	22	6.4
$50-100 million	48	6.9	23	6.3	35	10.1
$100-250 million	130	18.5	59	16.1	71	20.6
$250-500 million	119	17.0	56	15.3	63	18.3
$500 million-1 billion	107	15.3	54	14.8	53	15.4
$1 billion-2.5 billion	139	19.8	81	22.1	58	16.8
Over $2.5 billion	120	17.1	87	23.8	33	9.5
Total	701	100.0%	366	100.0%	345[a]	100.0%

[a]Includes 12 operating subsidiaries of one corporation.

percent of the manufacturing companies reported sales *over* the $1 billion mark, as opposed to 26.4 percent of the nonmanufacturing firms.

Tables 2 and 3 are specific to those survey respondents included in the *Fortune* 1,300 listing, broken down below into two sectors. These companies represent 57 percent of all survey participants. In the manufacturing sector, 78 percent of the survey participants are listed among the *Fortune* 1,000 companies. (These 306 respondents account for 30 percent of the *Fortune* 1,000 list.) In the nonmanufacturing sector, 35 percent of the survey respondents are among the *Fortune* 300 companies. (These account for 42 percent of the *Fortune* 300 list.)

Survey Biases

As the profile of respondents indicates, the survey sample is weighted toward larger corporations. Generally speaking, the larger the company, the smaller the ratio of contributions to PTNI, assets, and number of employees is likely to be. For example, the ratio of contributions to worldwide PTNI for the survey group is just under 0.50 percent, about half the size of the 1 percent national average. The many small companies included in the national figure help to raise the ratio.

Overall, responses to the survey tend to be heavier among manufacturing firms. In the nonmanufacturing sector, heavy responses from banking, insurance and utilities tend to overrepresent these industries, while merchandising and business services are underrepresented. If there were a more proportional representation among industry groups, it is possible that the distribution among the five categories of support would show some change. For this reason, users are advised to consult the average for their individual industry class (Table 21), as well as that for the entire survey group (Table 19).

Finally, there is some variation in the number of companies included in the base for each of the tables in this report. Some survey

respondents did not supply all the financial data necessary for analyzing their responses by sales, asset size, and pretax net income. These respondents have been excluded from those tables utilizing financial data, but included in others (number of employees, and so on). These variations, where they occur, are small and appear to be of little significance.

Table A-2: Comparison of Manufacturing Companies in 1978 Survey with Those in Fortune 1,000 List — Companies Grouped by *Fortune* Ranking (Based on Total Worldwide Sales)

Company Rank Order	*Number of Survey Respondents*	*Percent of Manufacturing in Survey*[1] *(N = 395)*	*Percent of* Fortune *1,000*
Number 1 - 100	78	20%	8%
101 - 200	64	16	6
201 - 300	43	11	4
301 - 400	25	6	3
401 - 500	27	7	3
501 - 600	24	6	2
601 - 700	13	3	1
701 - 800	14	4	1
801 - 900	11	3	1
901 - 1000	7	2	1
Total	306	78%	30%

[1]The total of 395 represents all survey respondents in the manufacturing sector, while the 366 total in Table A-1 represents only those that provided worldwide sales data.

Table A-3: Comparison of Nonmanufacturing Companies in the 1978 Survey with Those in the Fortune 300 List—Companies Grouped by Industry Class

Industry Class (Top 300)	*Number of Survey Respondents*	*Percent of Nonmanufacturing in Survey*[1] *(N = 356)*	*Percent of* Fortune *300*
Top 50 commercial banking companies (ranked by assets)	28	8%	9%
Top 50 life insurance companies (ranked by assets)	32	9	11
Top 50 diversified financial companies (ranked by assets)	20	6	7
Top 50 retailing companies (ranked by sales)	12	3	4
Top 50 transportation companies (ranked by operating revenues)	8	2	3
Top 50 Utilities (ranked by assets)	26	7	9
Total	126	35	42[a]

[1]The total of 356 excludes the 12 operating subsidiaries included in the Table A-1 nonmanufacturing total of 345, but includes all other nonmanufacturing companies, which totaled 364.

[a]Subcategory percentages represent averages.

Table 1: Corporate Contributions and Corporate Net Income Before and After Taxes[1]

Year	Contributions: Amount ($ Millions)	Net Income before Taxes ($ Millions)	As Percent of Net Income before Taxes	Net Income after Taxes ($ Millions)	As Percent of Net Income after Taxes
1936	$ 30	$ 7,900	0.39%	$ 4,931	0.61%
1937	33	7,900	0.42	5,283	0.62
1938	27	4,100	0.65	2,940	0.92
1939	31	7,200	0.43	5,600	0.55
1940	38	9,300	0.41	7,179	0.53
1941	58	17,700	0.33	10,108	0.57
1942	98	21,500	0.46	10,120	0.97
1943	159	25,100	0.63	11,056	1.43
1944	234	24,100	0.97	11,158	2.09
1945	266	19,700	1.35	9,033	2.94
1946	214	24,600	0.87	15,472	1.38
1947	241	31,500	0.77	20,186	1.19
1948	239	35,200	0.68	22,749	1.05
1949	223	28,900	0.77	18,710	1.19
1950	252	42,600	0.59	24,675	1.02
1951	343	43,900	0.78	21,324	1.60
1952	399	38,900	1.03	19,457	2.05
1953	495	40,500	1.22	20,249	2.44
1954	314	38,100	0.82	20,516	1.53
1955	415	48,400	0.86	26,393	1.57
1956	418	48,600	0.86	26,630	1.56
1957	419	46,900	0.89	25,517	1.64
1958	395	41,100	0.96	22,140	1.78
1959	482	51,600	0.93	27,967	1.72
1960	482	48,500	0.99	25,844	1.86
1961	512	48,600	1.05	25,805	1.98
1962	595	53,600	1.11	29,599	2.01
1963	657	57,700	1.14	31,475	2.08
1964	729	64,700	1.13	36,724	1.98
1965	785	75,200	1.04	44,333	1.77
1966	805	80,700	1.00	47,086	1.70
1967	830	77,300	1.07	44,850	1.85
1968	1,005	85,600	1.17	46,160	2.17
1969	1,055	83,400	1.26	43,771	2.41
1970	797	71,500	1.11	37,008	2.15
1971	865	82,000	1.05	44,264	1.95
1972	1,009	96,200	1.05	54,621	1.84
1973	1,174	115,800	1.01	67,056	1.75
1974	1,200	126,900	0.95	74,546	1.61
1975	1,202	120,400	1.00	70,567	1.70
1976	1,465(est.)[2]	156,000	0.94	92,200	1.59
1977	1,700(est.)[2]	177,100	0.96	104,500	1.63
1978	$2,070(est.)[2]	$206,000	1.00%	$121,500	1.70%

[1]Reflects total consolidated corporate net income before and after taxes.

[2]From *Giving U.S.A.*, American Association of Fund-Raising Counsel, Inc., 1979.

Sources: Department of Commerce, Internal Revenue Service, The Conference Board.

Table 2: Increase or Decrease of Company Foundation Funds, 1974 to 1978
($ Millions)

	1974	Number of Companies	1975	Number of Companies	1976	Number of Companies	1977	Number of Companies	1978	Number of Companies
Grants to company foundation (minus)	$ 154.1	239	$113.3	230	$207.7	227	$285.1	248	$418.7	249
Contributions by company foundation	154.3	329	168.5	322	195.7	320	240.9	341	277.5	329
Increase or Decrease of foundation funds	$—00.2		—55.2		+ 12.0		+ 44.2		+ 141.2	

Table 3: Corporate Contributions in Current and Constant Dollars, 1969 to 1978

Year	Consumer Price Index	Contributions[1] In current dollars	Contributions[1] In constant dollars
		(in millions)	
1969	109.8	$1,055	$1,203
1970	116.3	797	861
1971	121.3	865	891
1972	125.3	1,009	1,009
1973	133.1	1,174	1,104
1974	147.7	1,200	1,020
1975	161.2	1,202	938
1976	170.5	1,465	1,069
1977	181.5	1,700	1,173
1978	195.4	$2,070	$1,325

[1]These data include allocations to company foundations. It is possible that the dollars in circulation in any one year may have been *less* than this total. However, no basis for estimating the excess of pay-ins over pay-outs for company foundations exists for the years prior to 1974. (See discussion, page 2.)

Table 4: Total Contributions in Relation to "U.S. Only" Pretax Net Income, Assets and Sales

	1978 528 companies (000 omitted)	1977 552 companies (000 omitted)	1976 531 companies (000 omitted)	1975 522 companies (000 omitted)	1974 547 companies (000 omitted)
Total Contributions	$ 411,676	$ 317,386	$ 279,319	$ 215,155	$ 231,452
Pretax Net Income	68,835,900	56,553,100	45,830,600	30,683,700	34,726,300
Total Assets	1,184,678,000	1,088,750,400	931,750,700	663,909,600	738,866,600
Net Sales	660,723,400	588,315,900	465,280,800	352,841,500	383,556,200
Total Contributions as a Percentage of:					
Pretax Net Income	0.598	0.561	0.610	0.701	0.667
Total Assets	0.034	0.029	0.030	0.032	0.031
Net Sales	0.062	0.053	0.060	0.061	0.060

Table 4A: Total Contributions in Relation to "Worldwide" Pretax Net Income, Assets, and Sales

	1978 711 companies (000 omitted)	*1977 749 companies (000 omitted)*	*1976 727 companies (000 omitted)*	*1975 741 companies (000 omitted)*	*1974 732 companies (000 omitted)*
Total Contributions	$ 671,721	$ 573,517	$ 505,180	$ 417,994	$ 420,128
Pretax Net Income	138,496,000	119,966,200	103,295,200	77,943,200	85,258,800
Total Assets	2,082,603,800	1,939,027,600	1,689,047,900	1,443,851,600	1,373,024,800
Net Sales	1,335,164,600	1,220,759,200	1,014,639,000	874,517,400	848,496,200
Total Contributions as a Percentage of:					
Pretax Net Income	0.485	0.478	0.489	0.536	0.493
Total Assets	0.032	0.030	0.030	0.029	0.031
Net Sales	0.050	0.047	0.050	0.048	0.050

Table 5: Contributions as a Percent of Pretax Net Income, 1978—Companies Grouped by Rate of Giving[1]

Contributions as Percent of Pretax Net Income	*Domestic Pretax Income Number of Companies*[2]	*Worldwide Pretax Income Number of Companies*[3]
0 - .24%	64	91
.25 - .49	110	177
.50 - .74	65	110
.75 - .99	50	75
1.0 - 1.49	87	90
1.5 - 1.99	36	31
2.0 - 2.99	26	24
3.0 - 3.99	7	5
4.0 - 7.49	6	8
7.5 - 9.99	2	1
Over 10%	4	6
Total	457	618

[1]Insurance companies excluded.

[2]5 net loss companies excluded.

[3]7 net loss companies excluded.

Table 6: Corporate Targets for 1979-1984: Contributions as a Percent of Pretax Net Income

Contributions Targets as a Percent of Pretax Net Income	*Number of Companies*	
	U.S. only Pretax Income	*Worldwide Pretax Income*
0.01-0.59%	6	3
0.60-0.99	20	3
1.00-1.99	34	15
2.00-2.99	5	2
3.00 and over	8[a]	—
Total	73	23

[a]Six companies indicated that they had a 5 percent target.

Table 7: Placement of Direct Contributions Program in Corporate Structure, 1978

Location of Program	*Number*	*Percent*
Public Affairs	227	37%
Chief Executive Officer	113	19
Corporate Secretary	59	10
Treasurer	51	8
Corporate Administration	46	8
Personnel	21	3
Finance	16	3
Individual Divisions	15	2
Community Relations	14	2
All Other	50	8
Total	612	100%

Table 8: Location of Direct Contributions Program in Corporate Organization — Companies Grouped by Size of Contributions Budget, 1978

Budget Size ($ Thousands)	*Number of Companies*	*Location[a]*				
		Public Affairs	*Finance Treasurer*	*Corporate Secretary*	*CEO*	*Other*
Under $300	288	24%	14%	11%	27%	25%
$300—$699	131	40	11	9	15	25
$700—$1,099	58	55	9	5	10	21
$1,100 and over	134	55	6	10	7	22
Total	611	37%	11%	10%	18%	24%

[a]Details do not add to 100 percent because of rounding.

Table 9: Distribution of Corporate Foundation and Direct Giving among National, Headquarters and Local Programs, 1978

Area	*Foundation (N = 222)*	*Direct (N = 483)*	*Total of Foundation and Direct (N = 483)*
National	31%	33%	32%
Headquarters	34	28	30
Local	35	39	38
Total	100%	100%	100%

Table 10: Contributions as a Percent of Domestic Pretax Net Income, 1978 —
Companies Grouped by Industry Class

Industrial Classification	Number of Companies	Domestic Pretax Net Income ($ Millions)	Contributions ($ Thousands)	Percent of Contributions to Domestic Pretax Net Income	
				All Companies[1]	75th percentile[2]
Chemicals	22	$ 3,852	$ 28,073	0.73%	1.14%
Electrical machinery and equipment	15	4,799	29,720	0.62	1.13
Fabricated metal products	17	477	3,363	0.71	1.19
Food, beverage and tobacco	31	3,609	28,922	0.80	1.79
Machinery, nonelectrical	34	2,392	18,358	0.77	1.31
Mining	5	208	2,807	1.35	*
Paper and like products	18	2,121	25,835	1.22	1.29
Petroleum and gas	23	10,443	66,093	0.63	0.54
Pharmaceuticals	6	893	10,040	1.12	*
Primary metal industries	13	1,194	9,521	0.80	1.70
Printing and publishing	5	281	3,081	1.10	*
Rubber and miscellaneous plastic products	9	280	5,867	2.10	*
Stone, clay and glass products	7	265	2,174	0.82	*
Textiles	13	547	5,430	1.00	1.50
Transportation equipment	16	9,343	42,701	0.46	0.95
Total: Manufacturing	234	40,704	281,985	0.69	1.24
Banking	82	3,190	35,345	1.11	1.68
Business services	4	166	968	0.58	*
Engineering and construction	8	565	2,311	0.41	*
Finance	10	686	4,661	0.68	2.08
Insurance[3]	87	6,344	29,079	0.46	0.76
Merchandising	21	3,067	36,967	1.21	1.97
Telecommunications	16	8,655	27,046	0.31	0.36
Transportation	8	1,238	8,070	0.65	*
Utilities	79	9,343	26,135	0.28	0.46
Total: Nonmanufacturing	315	33,254	170,522	0.51	1.20
Total: All Companies	549	73,958	452,567	0.61	1.20

[1]Five companies showing net loss included.

[2]A percentile refers to the percentage of cases below the given point. Thus, the 90th percentile means that 90 percent of the companies give less than the percentage shown—alternatively, only 10 percent give as much or more. A similar definition applies to the 80th, the 75th or any other percentile.

[3]Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax, excluding capital gains and losses"—the closest measure to pretax net income of corporations generally.

*Industries with less than 10 cases are excluded.

Table 10A: Contributions as a Percent of Worldwide Pretax Net Income, 1978 —
Companies Grouped by Industry Class

Industrial Classification	Number of Companies	Worldwide Pretax Net Income ($ Millions)	Contributions ($ Thousands)	Percent of Contributions to Worldwide Pretax Net Income	
				All Companies[1]	75th percentile[2]
Chemicals	40	$ 11,617	$ 63,420	0.55%	0.81%
Electrical machinery and equipment	39	13,489	66,121	0.49	1.07
Fabricated metal products	26	1,472	7,997	0.54	0.99
Food, beverage and tobacco	42	7,528	44,928	0.60	1.20
Machinery, nonelectrical	49	5,439	25,592	0.47	0.89
Mining	9	411	3,429	0.83	*
Paper and like products	23	2,913	30,647	1.05	0.91
Petroleum and gas	31	32,959	95,432	0.29	0.44
Pharmaceuticals	15	2,959	18,935	0.64	0.87
Primary metal industries	18	2,668	24,513	0.92	1.41
Printing and publishing	9	730	6,400	0.88	*
Rubber and miscellaneous plastic products	10	621	6,604	1.06	1.07
Stone, clay and glass products	13	1,278	11,021	0.86	1.37
Textiles	19	1,096	9,387	0.86	1.42
Transportation equipment	25	12,829	54,626	0.43	0.77
Total: Manufacturing	368	98,009	469,052	0.48	0.92
Banking	91	5,764	43,921	0.76	1.55
Business services	11	1,009	5,046	0.50	1.04
Engineering and construction	10	863	2,639	0.31	1.29
Finance	11	793	4,774	0.60	2.04
Insurance[3]	92	7,696	35,889	0.47	0.75
Merchandising	23	3,810	41,907	1.10	2.00
Telecommunications	20	10,604	38,468	0.36	0.36
Transportation	10	1,402	8,285	0.59	0.71
Utilities	81	9,690	27,158	0.28	0.46
Total: Nonmanufacturing	349	41,631	208,087	0.50	1.10
Total: All Companies	717	139,640	677,139	0.48	0.98

[1]Seven companies showing net loss included.

[2]Percentile is defined in note 2 in Table 10.

[3]Insurance company figures are based on "net gain from operations after dividends to policyholders and before federal income tax, excluding capital gains and losses" — the closest measure to pretax net income of corporations generally.

*Industries with less than 10 cases are excluded.

Table 11: Contributions as a Percent of Domestic Pretax Net Income, 1978 —
Companies Grouped by Size of U.S. Assets[1]

Company Size by U.S. Assets	*Number of Companies*	*Domestic Net Income before Taxes ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Domestic Pretax Net Income*
Below $50 million	29	$ 125	$ 1,607	1.28%
$ 50 - 99,999	32	360	2,964	0.82
$100 - 199,999	43	705	6,913	0.98
$200 - 299,999	36	1,318	9,076	0.69
$300 - 499,999	47	2,199	19,311	0.88
$500 - 999,999	60	3,643	26,614	0.73
$1 billion - 1,999 billion	88	10,416	73,227	0.70
$2 billion - 4,999 billion	81	16,739	92,365	0.55
Over $5 billion	32	27,440	157,556	0.57
Total	448	$62,945	$389,633	0.62%

[1]Insurance companies excluded; 5 net loss companies included.

Table 11A: Contributions as a Percent of Worldwide Pretax Net Income, 1978 —
Companies Grouped by Size of Worldwide Assets[1]

Company Size by Worldwide Assets	*Number of Companies*	*Worldwide Net Income before Taxes ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Worldwide Pretax Net Income*
Below $50 million	28	$ 108	$ 1,509	1.40%
$ 50 - 99,999	41	437	3,676	0.84
$100 - 199,999	59	1,011	8,464	0.84
$200 - 299,999	43	1,497	9,082	0.61
$300 - 499,999	58	2,789	18,920	0.68
$500 - 999,999	83	5,486	34,090	0.62
$1 billion - 1,999 billion	126	17,684	120,229	0.68
$2 billion - 4,999 billion	121	32,103	175,696	0.57
Over $5 billion	64	69,757	264,566	0.38
Total	623	$130,872	$636,232	0.49%

[1]Insurance companies excluded; 7 net loss companies included.

Table 12: Contributions as a Percent of Domestic Pretax Net Income, 1978 —
Companies Grouped by Number of Domestic Employees[1]

Company Size by Number of Domestic Employees	Number of Companies	Domestic Net Income before Taxes ($ Millions)	Contributions ($ Thousands)	Contributions as Percent of Domestic Net Income
Below 999	58	$ 546	$ 5,058	0.92%
1,000 - 2,499	106	2,855	17,292	0.61
2,500 - 4,999	75	3,436	20,837	0.61
5,000 - 9,999	61	4,959	29,132	0.59
10,000 - 24,999	73	9,487	67,119	0.70
25,000 - 49,999	49	20,338	138,621	0.68
50,000 and over	32	22,377	131,470	0.59
Total	454	$63,998	$409,529	0.64%

[1]Insurance companies excluded; 5 net loss companies included.

Table 12A: Contributions as a Percent of Worldwide Pretax Net Income, 1978 —
Companies Grouped by Number of Worldwide Employees[1]

Company Size by Number of Worldwide Employees	Number of Companies	Worldwide Net Income before Taxes ($ Millions)	Contributions ($ Thousands)	Contributions as Percent of Worldwide Net Income
Below 999	51	$ 442	$ 4,288	0.97%
1,000 - 2,499	122	3,142	18,155	0.58
2,500 - 4,999	83	3,666	20,594	0.56
5,000 - 9,999	90	7,114	34,805	0.49
10,000 - 14,999	62	7,467	36,319	0.49
15,000 - 24,999	58	9,002	54,304	0.60
25,000 - 49,999	81	30,767	161,625	0.53
50,000 and over	77	67,898	302,423	0.45
Total	624	$129,498	$632,513	0.49%

[1]Insurance companies excluded; 7 net loss companies included.

Table 12B: Contributions as a Percent of Domestic Net Gain from Operations after Dividends to Policyholders, before Taxes, 1978 (Insurance Companies Only) —
Grouped by Number of Domestic Employees

Company Size by Number of Domestic Employees	Number of Companies	Domestic Net Gain from Operations ($ Millions)	Contributions ($ Thousands)	Contributions as Percent of Domestic Net Gain from Operations
Below 500	21	$ 139	$ 775	0.56%
500 - 999	13	599	938	0.16
1,000 - 2,499	23	780	3,990	0.51
2,500 - 9,999	19	1,660	7,937	0.48
10,000 and over	10	3,162	15,411	0.49
Total	86	$6,340	$29,051	0.46%

Table 12C: Contributions as a Percent of Worldwide Net Gain from Operations after Dividends to Policyholders, before Taxes, 1978 (Insurance Companies Only) —
Grouped by Number of Worldwide Employees

Company Size by Number of Worldwide Employees	*Number of Companies*	*Worldwide Net Gain from Operations ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Worldwide Net Gain from Operations*
Below 500	21	$ 139	$ 775	0.56%
500 - 999	13	609	938	0.15
1,000 - 2,499	24	900	4,106	0.46
2,500 - 9,999	19	1,663	7,937	0.48
10,000 and over	14	4,381	22,105	0.50
Total	91	$7,691	$35,861	0.47%

Table 13: Contributions as a Percent of U.S. Assets, 1978 —
Companies Grouped by Number of Domestic Employees[1]

Company Size by Number of Domestic Employees	*Number of Companies*	*U.S. Assets ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of U.S. Assets*
Below 500	18	$ 6,043	$ 1,164	0.019%
500 - 999	42	22,373	3,978	0.018
1,000 - 2,499	113	90,126	17,652	0.020
2,500 - 4,999	79	86,736	22,282	0.026
5,000 - 9,999	67	141,522	33,098	0.023
10,000 - 14,999	42	78,856	27,746	0.035
15,000 - 24,999	44	124,284	51,604	0.042
25,000 and over	77	381,834	255,363	0.067
Total	482	$931,774	$412,887	0.044%

[1]Insurance companies excluded.

Table 13A: Contributions as a Percent of U.S. Assets of Insurance Companies, 1978 —
Companies Grouped by Number of Domestic Employees

Company Size by Number of Domestic Employees	*Number of Companies*	*U.S. Assets ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of U.S. Assets*
Below 500	22	$ 5,098	$ 897	0.015%
500 - 999	14	8,316	966	0.012
1,000 - 2,499	24	39,735	4,062	0.010
2,500 - 9,999	19	59,864	7,937	0.013
10,000 and over	10	187,108	15,412	0.008
Total	89	$300,931	$29,274	0.010%

Table 13B: Contributions as a Percent of Worldwide Assets, 1978 —
Companies Grouped by Number of Worldwide Employees[1]

Company Size by Number of Worldwide Employees	*Number of Companies*	*Worldwide Assets ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Worldwide Assets*
Below 500	15	$ 5,822	$ 630	0.010%
500 - 999	38	22,075	3,741	0.017
1,000 - 2,499	129	100,738	18,950	0.019
2,500 - 4,999	85	100,484	21,643	0.022
5,000 - 9,999	90	159,508	34,805	0.022
10,000 - 14,999	62	202,067	36,319	0.018
15,000 - 24,999	58	139,695	53,356	0.038
25,000 - 49,999	80	384,250	157,750	0.041
50,000 and over	77	571,327	302,423	0.053
Total	634	$1,685,966	$629,617	0.037%

[1]Insurance companies excluded.

Table 13C: Contributions as a Percent of Worldwide Assets of Insurance Companies, 1978 —
Grouped by Number of Worldwide Employees

Company Size by Number of Worldwide Employees	*Number of Companies*	*Worldwide Assets ($ Millions)*	*Contributions ($ Thousands)*	*Contributions as Percent of Worldwide Assets*
Below 500	22	$ 5,908	$ 897	0.015%
500 - 999	14	8,544	966	0.011
1,000 - 2,499	25	42,081	4,177	0.010
2,500 - 9,999	19	59,932	7,937	0.013
10,000 and over	14	246,568	22,106	0.009
Total	94	$363,033	$36,083	0.010%

Table 14: Contributions per Employee, 1978 —
Companies Grouped by Number of Domestic Employees

Company Size by Number of Domestic Employees	Number of Companies	Number of Employees (in thousands)	Contributions ($ Thousands)	Contributions per Employee
Below 500	41	13	$ 2,069	$166
500 - 999	60	45	5,259	117
1,000 - 2,499	142	241	22,562	93
2,500 - 4,999	95	341	30,532	90
5,000 - 9,999	87	631	45,479	72
10,000 - 14,999	48	589	34,073	58
15,000 - 24,999	52	1,001	62,083	62
25,000 - 49,999	62	2,133	176,640	83
50,000 and over	42	4,756	173,836	37
Total	629	9,750	$552,533	$ 57

Table 14A: Contributions per Employee, 1978 —
Companies Grouped by Number of Worldwide Employees

Company Size by Number of Worldwide Employees	Number of Companies	Number of Employees (in thousands)	Contributions ($ Thousands)	Contributions per Employee
Below 500	38	12	$ 1,535	$132
500 - 999	54	40	4,786	120
1,000 - 2,499	154	258	23,127	90
2,500 - 4,999	97	349	25,922	74
5,000 - 9,999	103	737	42,249	57
10,000 - 14,999	67	829	43,645	53
15,000 - 24,999	66	1,284	61,246	48
25,000 - 49,999	86	3,136	169,350	54
50,000 and over	79	9,724	308,814	32
Total	744	16,369	$680,674	$ 42

Table 15: Contributions of 50 Largest Dollar Donors as a Percent of Domestic and Worldwide Pretax Net Income, 1978

Company Rank	Contributions[1] Dollars	Domestic Pretax[2] Net Income ($ Thousands)	Contributions as Percent of Domestic Pretax Net Income	Worldwide Pretax[2] Net Income ($ Thousands)	Contributions as Percent of Worldwide Pretax Net Income
1.	$27,582,000	$2,000,000	1.15%	$9,000,000	0.32%
2.	24,308,344	n.a.	n.a.	9,000,000	0.27
3.	21,013,000	6,000,000	0.34	7,000,000	0.32
4.	20,277,000	3,000,000	0.70	6,000,000	0.35
5.	16,600,000	1,000,000	1.36	1,000,000	1.31
6.	12,598,562	500,000	2.46	600,000	2.13
7.	11,524,940	1,000,000	0.97	3,000,000	0.41
8.	10,082,670	n.a.	n.a.	2,000,000	0.47
9.	9,665,039	n.a.	n.a.	4,000,000	0.24
10.	9,085,000	n.a.	n.a.	2,000,000	0.54
11.	8,430,045	1,000,000	0.63	1,000,000	0.60
12.	7,843,625	n.a.	n.a.	1,000,000	0.74
13.	7,110,826	200,000	3.55	200,000	3.55
14.	6,716,205	n.a.	n.a.	250,000	2.69
15.	6,663,000	1,000,000	0.65	1,000,000	0.50
16.	6,149,274	n.a.	n.a.	900,000	0.72
17.	5,986,646	n.a.	n.a.	1,000,000	0.46
18.	5,641,650	n.a.	n.a.	500,000	1.12
19.	5,600,000	600,000	0.98	600,000	0.97
20.	5,582,689	n.a.	n.a.	1,000,000	0.59
21.	5,558,740	1,000,000	0.44	3,000,000	0.21
22.	5,349,100	700,000	0.76	2,000,000	0.28
23.	5,330,520	n.a.	n.a.	400,000	1.38
24.	5,276,091	1,000,000	0.50	2,000,000	0.27
25.	5,050,000	n.a.	n.a.	1,000,000	0.52
26.	4,720,000	200,000	2.17	200,000	1.93
27.	4,528,000	n.a.	n.a.	1,000,000	0.43
28.	4,362,000	n.a.	n.a.	800,000	0.58
29.	4,092,231	600,000	0.69	600,000	0.65
30.	3,848,000	1,000,000	0.34	1,000,000	0.34
31.	3,797,014	n.a.	n.a.	500,000	0.76
32.	3,770,000	1,000,000	0.36	1,000,000	0.29
33.	3,769,000	400,000	1.05	500,000	0.74
34.	3,713,147	600,000	0.58	900,000	0.42
35.	3,644,252	n.a.	n.a.	500,000	0.78
36.	3,577,200	n.a.	n.a.	300,000	1.17
37.	3,549,685	n.a.	n.a.	500,000	0.76
38.	3,431,502	n.a.	n.a.	500,000	0.69
39.	3,421,560	n.a.	n.a.	n.a.	n.a.
40.	3,402,373	300,000	1.10	300,000	1.10
41.	3,333,503	200,000	1.83	800,000	0.40
42.	3,328,826	300,000	1.14	400,000	0.89
43.	3,285,916	200,000	1.53	200,000	1.52
44.	3,245,925	n.a.	n.a.	2,000,000	0.18
45.	3,243,000	n.a.	n.a.	400,000	0.79
46.	3,046,000	n.a.	n.a.	200,000	1.61
47.	2,914,000	200,000	1.56	300,000	1.04
48.	2,865,000	400,000	0.68	600,000	0.46
49.	2,717,223	n.a.	n.a.	500,000	0.56
50.	$ 2,702,930	$ 500,000	0.59%	$ 500,000	0.56%

[1]Direct giving and company foundation pay-outs included; grants made to and retained by company foundations are excluded.

[2]Domestic and worldwide pretax income rounded, percentages actual.

n.a. = Not available

Table 16: Contributions as a Percent of Domestic Pretax Net Income — Percentile Rank, 1978 — Companies Grouped by Size of U.S. Income

U.S. Pretax Net Income	*Number of Companies*	*Contributions Percentiles*[1] *10th percentile*	*20th percentile*	*25th percentile*	*Median (50th percentile)*	*75th percentile*	*80th percentile*	*90th*[2] *percentile*
Under $5 million	54	0.48%	0.67%	0.80%	1.42%	1.69%	2.34%	7.01%
$5-10 million	50	0.27	0.45	0.48	0.86	1.46	1.95	3.45
$10-25 million	117	0.28	0.44	0.51	0.96	1.49	1.68	2.14
$25-50 million	83	0.17	0.28	0.33	0.58	1.02	1.20	1.76
$50-100 million	77	0.12	0.18	0.26	0.53	0.95	1.02	1.52
$100-250 million	95	0.19	0.30	0.35	0.46	0.90	0.94	1.49
$250-500 million	38	0.14	0.18	0.26	0.41	0.61	0.71	1.05
$500 million and over	30	0.24	0.29	0.34	0.42	0.69	0.75	1.13
All Income Groups	544	0.20%	0.33%	0.36%	0.66%	1.20%	1.39%	1.83%

[1]Percentile is defined in footnote 2 in Table 10.

[2]Ratios over the 5 percent level usually reflect a situation in which income has decreased. A corporation can carry the excess contributions over to succeeding years, up to a 5-year limit.

Table 16A: Contributions as a Percent of Worldwide Pretax Net Income — Percentile Rank, 1978 — Companies Grouped by Size of Worldwide Income

Worldwide Pretax Net Income	*Number of Companies*	*Contributions Percentiles*[1] *10th percentile*	*20th percentile*	*25th percentile*	*Median (50th percentile)*	*75th percentile*	*80th percentile*	*90th*[2] *percentile*
Under $5 million	60	0.47%	0.60%	0.76%	1.30%	2.00%	2.60%	9.14%
$5-10 million	50	0.14	0.40	0.45	0.74	1.34	1.72	3.45
$10-25 million	131	0.27	0.40	0.48	0.78	1.38	1.48	2.03
$25-50 million	101	0.19	0.30	0.34	0.58	0.96	1.09	1.42
$50-100 million	100	0.14	0.21	0.27	0.50	0.78	0.86	1.26
$100-250 million	148	0.20	0.32	0.34	0.45	0.79	0.88	1.03
$250-500 million	66	0.14	0.28	0.32	0.45	0.66	0.74	0.96
$500 million $1 billion	31	0.20	0.22	0.24	0.40	0.59	0.69	0.93
$1 billion and over	23	0.18	0.22	0.24	0.34	0.48	0.50	0.68
All Income Groups	710	0.20%	0.30%	0.34%	0.58%	0.98%	1.14%	1.58%

[1]Percentile is defined in footnote 2 in Table 10.

[2]Ratios over the 5 percent level usually reflect a situation in which income has decreased. A corporation can carry the excess contributions over to succeeding years, up to a 5-year limit.

Table 17: Contributions by Leading Donors as a Percent of Domestic Pretax Net Income, 1978 — Companies Grouped by Size of U.S. Assets

Assets	*Number of Companies*	*Contributions*[1]			
		90th percentile[2]	*80th percentile*	*75th percentile*	*Median*
Under $50 million	29	4.61%	1.53%	1.48%	1.23%
$50-100 million	34	2.50	2.04	1.67	0.77
$100-200 million	57	3.00	1.59	1.42	0.68
$200-300 million	41	1.71	1.17	1.06	0.52
$300-500 million	58	1.69	1.46	1.32	0.73
$500 million $1 billion	72	1.73	1.32	1.09	0.61
$1-2 billion	99	1.94	1.48	1.40	0.65
$2-3 billion	45	1.52	1.20	1.07	0.43
$3-5 billion	50	1.54	1.09	0.93	0.51
Over $5 billion	46	1.40	0.97	0.92	0.46
All Asset Groups	531	1.82%	1.39%	1.20%	0.65%

[1]The statistics presented here are derived only from companies with positive net income.

[2]Percentile is defined in note 2 in Table 10.

Table 17A: Contributions by Leading Donors as a Percent of Worldwide Pretax Net Income, 1978 — Companies Grouped by Size of Worldwide Assets

Assets	Number of Companies	Contributions[1] 90th percentile[2]	80th percentile	75th percentile	Median
Under $50 million	28	5.56%	1.90%	1.50%	1.20%
$50-100 million	44	2.28	1.64	1.36	0.69
$100-200 million	72	2.78	1.40	1.04	0.59
$200-300 million	47	1.25	1.01	0.96	0.52
$300-500 million	67	1.45	1.23	1.06	0.56
$500 million $1 billion	95	2.04	1.30	1.05	0.58
$1-2 billion	137	1.78	1.24	1.05	0.60
$2-3 billion	70	1.22	1.01	0.81	0.49
$3-5 billion	66	1.56	1.04	0.86	0.60
Over $5 billion	82	0.95	0.86	0.74	0.42
All Asset Groups	708	1.58%	1.14%	0.99%	0.58%

[1]The statistics presented here are derived only from companies with positive net income.

[2]Percentile is defined in note 2 in Table 10.

Table 18: Contributions by Leading Donors as a Percent of Domestic Pretax Net Income, 1978 — Companies Grouped by Industry Class (with at least ten cases in each)

Industrial Classification	Number of Companies in Sample	Grouping by Contributions[1] 90th percentile[2]	80th percentile	75th percentile	Median
Chemicals	21	1.66%	1.21%	1.14%	0.75%
Electrical machinery and equipment	15	2.46	1.22	1.13	0.78
Fabricated metal products	17	4.28	1.37	1.19	0.86
Food, beverage and tobacco	31	3.40	2.15	1.79	0.98
Machinery, nonelectrical	33	2.09	1.58	1.31	0.84
Paper and like products	18	2.53	1.36	1.29	0.64
Petroleum and gas	22	0.98	0.58	0.54	0.39
Primary metal industries	13	5.14	2.70	1.70	0.69
Textiles	13	3.38	1.78	1.50	0.79
Transportation equipment	16	1.75	1.23	0.95	0.44
Banking	82	2.32	1.81	1.68	1.23
Finance	10	4.72	2.15	2.08	0.34
Insurance	87	1.34	0.86	0.76	0.50
Merchandising	21	2.92	2.20	1.97	1.21
Telecommunications	16	0.69	0.36	0.36	0.28
Utilities	79	0.74%	0.48%	0.46%	0.33%

[1]The statistics presented here are derived only from companies with positive net income.

[2]Percentile is defined in note 2 in Table 10.

Table 18A: Contributions by Leading Donors as a Percent of Worldwide Pretax Net Income, 1978 — Companies Grouped by Industry Class (with at least ten cases in each)

Industrial Classification	*Number of Companies in Sample*	*Grouping by Contributions*[1]			
		90th percentile[2]	*80th percentile*	*75th percentile*	*Median*
Chemicals	39	1.25%	0.87%	0.81%	0.55%
Electrical machinery and equipment	39	1.58	1.13	1.07	0.65
Fabricated metal products	26	3.05	1.21	0.99	0.64
Food, beverage and tobacco	41	1.93	1.39	1.20	0.72
Machinery, nonelectrical	48	1.84	1.26	0.89	0.58
Paper and like products	23	1.57	1.03	0.91	0.51
Petroleum and gas	31	0.62	0.51	0.44	0.27
Pharmaceuticals	15	1.14	0.95	0.87	0.72
Primary metal industries	18	2.97	2.21	1.41	0.61
Stone, clay and glass products	11	1.81	1.32	1.11	0.74
Textiles	19	1.97	1.44	1.42	0.85
Transportation equipment	24	0.98	0.80	0.77	0.45
Banking	91	2.12	1.68	1.55	1.11
Business services	11	2.77	1.10	1.04	0.73
Finance	10	4.70	1.42	1.76	0.33
Insurance	92	1.29	0.84	0.75	0.50
Merchandising	23	2.82	2.37	2.00	1.21
Telecommunications	20	1.24	0.41	0.36	0.30
Transportation	10	1.16	0.85	0.71	0.43
Utilities	81	0.72%	0.48%	0.46%	0.33%

[1]The statistics presented here are derived only from companies with positive net income.

[2]Percentile is defined in note 2 in Table 10.

Table 19: The Contributions Dollar, 1965 to 1978

	1978 759 Companies		1977 814 Companies		1976 773 Companies	
	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total
Health and Welfare						
Federated drives (e.g. United Ways)	$142,085	20.5	$128,511	21.6	$116,159	22.4
National health agencies	6,551	0.9	4,763	0.8	4,336	0.8
National welfare agencies	4,495	0.7	5,409	0.9	4,401	0.9
Hospitals						
Capital grants	24,548	3.5	23,632	4.0	20,965	4.0
Operating grants	6,138	0.9	5,433	0.9	4,765	0.9
Employee matching gifts for hospitals	292	*	262	*	164	*
Youth agencies (e.g. Boys Clubs, Boy & Girl Scouts, YMCA)	21,892	3.2	19,216	3.2	16,703	3.2
†Agencies for senior citizens/elderly	1,690	0.2	—	—	—	—
Other local health and welfare agencies	28,328	4.1	25,027	4.2	20,404	3.9
Capital grants excluding hospitals	—	—	—	—	—	—
Subcategory not identifiable	19,832	2.9	15,367	2.6	15,168	2.9
Total health and welfare	225,851	36.9	227,620	38.3[a]	203,065	39.3[a]
Education						
Higher education institutions						
Unrestricted operating grants	43,826	6.3	34,780	5.9	32,106	6.2
Student financial aid (funded through college or university)	13,347	1.9	12,663	2.1	9,663	1.9
Departmental and research grants	41,616	6.0	31,559	5.3	29,012	5.6
Capital grants (including endowment)	32,426	4.7	31,067	5.2	30,355	5.8
Employee matching gifts for education	25,229	3.6	22,449	3.8	16,992	3.3
Grants to state and national fund raising groups	12,068	1.7	10,929	1.8	9,332	1.8
Pre-college educational institutions						
†Employee matching gifts	1,852	0.3	—	—	—	—
All other support	5,209	0.7	6,434	1.1	6,413	1.2
Scholarships and fellowships (other than those reported above)	20,353	2.9	18,711	3.1	15,869	3.1
Education related organizations						
††Economic education	11,488	1.7	7,644	1.3	6,178	1.2
All other support	11,567	1.7	13,715	2.3	9,755	1.9
Other	17,649	2.5	15,226	2.6	11,440	2.2
Subcategory not identifiable	19,408	2.8	14,776	2.5	15,335	3.0
Total education	256,260	37.0[a]	212,309	37.0	166,272	37.3[a]
Culture and Art						
Music	10,071	1.5	7,432	1.3	5,856	1.1
Museums	17,164	2.5	11,819	2.0	10,035	1.9
Public TV/Radio	11,299	1.6	9,493	1.6	6,422	1.2
Arts Funds or Councils	5,606	0.8	4,536	0.8	3,634	0.7
Theaters	4,008	0.6	3,445	0.6	2,279	0.4
Cultural Centers	6,886	1.0	5,308	0.9	4,421	0.9
Dance	1,516	0.2	774	0.1	561	0.1
Libraries (other than academic)	2,193	0.3	2,011	0.3	1,245	0.2
Employee matching gifts for culture and art	402	*	191	*	61	*
Other	5,120	0.7	3,583	0.6	3,837	0.7
Subcategory not identifiable	5,939	0.9	4,576	0.8	3,822	0.7
Total culture and art	70,006	10.1	53,168	9.0	42,173	8.2[a]
Civic Activities						
Community improvement	28,779	4.2	26,321	4.4	21,940	4.2
Environment and ecology	11,190	1.6	15,097	2.5	7,940	1.5
Justice and law	3,317	0.5	3,122	0.5	2,468	0.5
Housing and urban renewal	5,627	0.8	2,855	0.5	2,854	0.6
Research organizations, other than academic (e.g. Brookings, CED, etc.)	7,921	1.1	7,016	1.2	5,599	1.1
Other	11,714	1.7	9,809	1.7	10,992	2.1
Subcategory not identifiable	10,464	1.5	4,269	0.7	5,218	1.0
Total civic activities	79,012	11.4	68,289	11.5	57,011	11.0
Other						
Religious activities	1,493	0.3	1,832	0.3	1,010	0.2
†Women's causes	1,721	0.2	—	—	—	—
Groups in U.S. whose principal objective is aid to other countries	6,644	1.0	5,803	1.0	3,872	0.7
Activities other than above	18,326	2.6	15,560	2.6	14,599	2.8
Subcategory not identifiable	3,859	0.5	1,593	0.3	2,048	0.4
Total other	32,043	4.6	32,482	4.2	27,707	4.2
Dollars not identifiable because donee is unknown[b]	—	—	—	—	—	—
Grand Total	693,168	100.0	593,868	100.0	516,228	100.0

*Less than 0.1 percent
[a]Subcategory percentages do not add up to this total because of rounding.
[b]Does not total 100 percent because of rounding.
†This subcategory was introduced for the first time in the 1978 survey.
††This subcategory was transferred to education in the 1978 survey; it had formerly been included in the "Other" category.

Table 19: The Contributions Dollar, 1965 to 1978 (continued)

1975 796 Companies		1974 799 Companies		1972 443 Companies		1970 401 Companies		1968 401 Companies		1965 540 Companies	
Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total	Thousands of Dollars	% of Total
$104,595	23.9	$104,341	23.8	$ 85,951	26.6	$ 74,168	24.1	$ 57,257	21.7	$ 50,558	24.2
3,971	1.0	5,513	1.2	3,304	1.0	3,146	1.0	4,210	1.6	3,176	1.5
5,574	1.3	6,425	1.5	5,935	1.8	3,929	1.3	4,882	1.8	4,043	1.9
17,934	4.1	18,900	4.3	15,974	5.0	17,156	5.6	15,210	5.8	17,172	8.2
4,715	1.1	4,216	1.0	1,919	0.6	2,404	0.8	1,564	0.6	2,018	1.0
201	*	—	—	—	—	—	—	—	—	—	—
11,791	2.7	—	—	—	—	—	—	—	—	—	—
—	—	—	—	—	—	—	—	—	—	—	—
20,531	4.7	22,954	5.2	14,392	4.5	10,346	3.4	9,462	3.6	5,301	2.5
—	—	—	—	8,037	2.5	7,721	2.5	5,317	2.0	4,653	2.2
10,690	2.4	6,485	1.5	—	—	—	—	—	—	—	—
180,002	41.2	168,834	38.5	135,512	42.0	116,872	38.6	97,902	37.2	86,921	41.5
29,143	6.7	30,374	6.9	37,299	11.6	32,580	10.6	26,948	10.2	20,487	9.8
8,661	2.0	9,701	2.2	—	—	—	—	—	—	—	—
23,773	5.4	22,628	5.2	8,102	2.5	6,711	2.2	8,761	3.3	5,073	2.4
24,050	5.5	25,062	5.7	17,740	5.5	20,123	6.5	25,284	9.6	15,180	7.3
13,960	3.2	12,227	2.8	—	—	—	—	—	—	—	—
7,974	1.8	8,531	1.9	8,497	2.6	7,416	2.4	5,884	2.2	7,066	3.4
—	—	—	—	—	—	—	—	—	—	—	—
5,256	1.2	6,018	1.4	8,345	2.6	9,371	3.0	5,747	2.2	4,938	2.4
13,874	3.2	12,836	2.9	18,396	5.7	18,326	6.0	15,014	5.7	15,284	7.3
4,938	1.1	4,952	1.1	2,318	0.7	1,970	0.6	1,388	0.5	1,788	0.9
8,125	1.9	9,835	2.2	3,151	1.0	3,345	1.1	3,376	1.3	3,741	1.8
10,671	2.4	10,926	2.5	15,341	4.8	18,113	5.9	11,189	4.3	8,513	4.1
7,795	1.8	4,854	1.1	—	—	—	—	—	—	—	—
153,462	36.2[a]	153,002	36.0[a]	116,671	36.9[a]	115,987	38.3	102,208	39.3	80,344	39.3[a]
5,056	1.2	4,780	1.1	—	—	—	—	—	—		
7,597	1.7	7,782	1.8	—	—	—	—	—	—		
5,902	1.4	7,587	1.7	—	—	—	—	—	—		
3,498	0.8	4,268	1.0	—	—	—	—	—	—		
1,098	0.2	1,668	0.4	—	—	—	—	—	—		
3,140	0.7	—	—	—	—	—	—	—	—		
417	0.1	—	—	—	—	—	—	—	—		
760	0.2	—	—	—	—	—	—	—	—		
27	*	—	—	—	—	—	—	—	—		
2,670	0.6	4,415	1.0	—	—	—	—	—	—		
2,611	0.6	1,480	0.3	—	—	—	—	—	—		
32,976	7.5	31,980	7.3	13,191	4.1	16,408	5.3	13,049	5.0	5,883	2.8
15,235	3.5	21,023	4.8	—	—	—	—	—	—		
7,526	1.7	2,224	0.5	—	—	—	—	—	—		
1,672	0.4	1,726	0.4	—	—	—	—	—	—		
2,993	0.7	3,538	0.8	—	—	—	—	—	—		
4,599	1.0	—	—	—	—	—	—	—	—		
8,809	2.0	14,750	3.4	—	—	—	—	—	—		
4,320	1.0	2,500	0.6	—	—	—	—	—	—		
45,154	10.3	45,761	10.4	29,487	9.1	25,098	8.1	18,946	7.2	12,099	5.8
1,259	0.3	1,411	0.3	1,293	0.4	1,020	0.3	1,952	0.7	1,053	0.5
—	—	—	—	—	—	—	—	—	—	—	—
3,997	0.9	3,931	0.9	3,418	1.1	5,171	1.7	10,738	4.1	7,868	3.8
13,192	3.0	27,426	6.3	16,604	5.2	16,767	5.5	13,296	5.1	8,474	4.0
1,809	0.4	797	0.2	—	—	—	—	—	—	—	—
25,195	4.6	38,517	7.7	23,633	6.6[a]	24,949	7.4[a]	27,374	9.8[a]	19,163	8.3
—	—	—	—	3,859	1.2	6,845	2.2	3,968	1.5	4,916	2.3
436,809	99.9[b]	438,094	99.9[b]	322,553	99.9[b]	308,159	99.9[b]	263,447	100.0	209,246	100.0

Table 20: Comparison of Corporate Contributions, 1978 and 1977 —
370 Companies Reporting U.S. Pretax Net Income in Both Years[1]

	1978			1977			
Beneficiary	Contributions ($ Thousands)	Contributions as Percent of U.S. Pretax Net Income	Contributions to Beneficiary as Percent of Total Contributions	Contributions ($ Thousands)	Contributions as Percent of U.S. Pretax Net Income	Contributions to Beneficiary as Percent of Total Contributions	Percent Change 1977-1978
Health and welfare	$129,660	0.237%	37.8%	$112,102	0.236%	40.9%	+ 15.7%
Education[2]	122,392	0.224	36.5	98,793	0.208	36.0	+ 23.9
Culture and art	32,218	0.059	9.6	25,676	0.054	9.4	+ 25.5
Civic activities	39,073	0.072	11.7	27,848	0.059	10.2	+ 40.3
Other[2]	11,638	0.021	3.5	9,476	0.020	3.5	+ 22.8
Total	$334,981	0.613%	100.0%	$273,895	0.578%	100.0%	+ 22.3%

[1]Total 1978 U.S. pretax net income reported by 370 companies: $54.6 billion. 1977: $47.5 billion.

[2]1977 data for these categories were adjusted to coincide with the 1978 format, in which economic education was placed in "Education" rather than "Other."

Table 20A: Comparison of Corporate Contributions, 1978 and 1977 —
547 Companies Reporting Worldwide Pretax Net Income in Both Years[1]

	1978			1977			
Beneficiary	Contributions ($ Thousands)	Contributions as Percent of Worldwide Pretax Net Income	Contributions to Beneficiary as Percent of Total Contributions	Contributions ($ Thousands)	Contributions as Percent of Worldwide Pretax Net Income	Contributions to Beneficiary as Percent of Total Contributions	Percent Change 1977-1978
Health and welfare	$216,785	0.175%	35.9%	$195,446	0.179%	37.5%	+ 10.9%
Education[2]	230,158	0.185	38.1	196,833	0.180	37.7	+ 16.9
Culture and art	59,814	0.048	9.9	46,736	0.043	9.0	+ 28.0
Civic activities	71,292	0.058	11.8	60,703	0.056	11.6	+ 17.4
Other[2]	26,558	0.021	4.4	21,739	0.020	4.2	+ 22.2
Total	$604,606	0.488%	100.0%	$521,458	0.477%	100.0%	+ 15.9%

[1]Total 1978 worldwide pretax net income reported by 547 companies: $123.9 billion. 1977: $109.3 billion.

[2]1977 data for these categories were adjusted to coincide with the 1978 format, in which economic education was placed in "Education" rather than "Other."

Table 21: Beneficiaries of Company Support—Companies Grouped by Industry Class (with at least eight cases in each)

Industry Classification	Number of Companies	Total Giving ($ Thousands)	Health and Welfare									
			Federated Campaigns	National Health	National Welfare	Hospital Capital Grants	Hospital Operating Grants	Hospital Employee Matching Gifts	Youth Agencies	Agencies For Senior Citizens and Elderly	Local Health and Welfare	Total Health and Welfare[1]
			Percentage Distribution									
Chemicals	41	$ 66,524	17.7%	0.7%	0.4%	3.0%	1.3%	*%	3.6%	0.2%	5.3%	32.2%
Electrical machinery	41	66,507	22.4	1.4	1.6	4.2	0.7	*	3.3	0.1	2.9	36.7
Fabricated metals	29	8,066	29.1	0.5	0.4	3.4	2.0	*	5.6	0.1	3.1	44.3
Food, beverage and tobacco	38	40,743	13.9	1.9	0.9	3.2	0.8	*	4.9	0.3	5.4	31.2
Machinery, nonelectrical	45	21,305	29.1	1.0	0.3	5.5	0.9	*	4.8	0.2	4.0	45.8
Mining	9	3,126	15.3	0.8	2.3	2.1	3.3	*	3.3	0.2	2.5	29.8
Paper	22	16,170	15.0	0.6	1.1	2.3	0.7	0.1	3.1	0.3	5.3	28.5
Petroleum and gas	28	82,512	11.4	0.6	0.2	2.5	0.4	*	2.5	0.1	3.1	20.7
Pharmaceuticals	16	20,380	11.7	2.1	0.2	2.8	1.5	0.3	2.1	0.3	3.6	24.6
Primary metals	17	23,462	24.8	1.5	0.9	7.0	1.4	*	3.4	0.2	4.2	43.5
Printing and publishing	13	9,078	16.9	0.6	0.1	2.0	0.4	*	3.6	0.1	3.4	27.2
Rubber	11	6,707	28.2	0.6	0.2	14.5	0.9	*	3.2	*	1.8	49.3
Stone, clay and glass	13	9,577	19.7	1.8	4.0	5.1	0.3	*	5.8	0.2	1.8	38.7
Textiles	18	9,207	15.8	0.5	0.6	5.2	0.7	*	6.4	2.8	8.8	40.7
Transportation equipment	24	53,243	24.1	0.6	0.2	5.5	0.3	*	2.3	0.1	4.9	38.0
Total: Manufacturing	365	436,607	18.5%	1.0%	0.7%	4.0%	0.8%	*%	3.4%	0.2%	4.1%	32.8%
Banking	89	41,203	33.5%	0.7%	0.3%	5.4%	1.2%	0.2%	2.7%	0.3%	3.0%	47.2%
Business services	11	5,459	17.1	5.4	1.5	7.1	1.9	*	2.7	0.3	4.8	40.7
Engineering and construction	8	2,422	30.3	0.4	0.1	2.1	2.5	*	1.8	*	4.1	41.5
Finance	10	4,465	17.5	0.9	0.1	1.5	0.7	*	3.5	*	39.5	63.9
Insurance	92	35,732	27.0	1.6	0.5	2.3	1.5	*	2.6	0.5	3.9	40.0
Merchandising	20	39,815	32.8	0.6	0.5	1.7	0.3	*	5.7	0.8	9.4	51.9
Telecommunications	21	30,412	26.8	1.5	2.4	2.9	1.3	*	3.1	0.1	2.5	40.7
Transportation	10	8,285	24.5	0.3	1.2	3.5	3.9	*	2.8	0.1	1.4	37.7
Utilities	78	25,943	38.3	0.4	0.3	5.3	0.7	*	3.7	0.1	2.3	51.1
Total: Nonmanufacturing	339	$193,736	30.5%	1.0%	0.8%	3.5%	1.2%	*%	3.5%	0.4%	5.2%	46.1%
Total: All companies	704	$630,343	22.2%	1.0%	0.7%	3.8%	0.9%	*%	3.4%	0.3%	4.4%	36.9%

*Less than 0.1 percent.

[1]Percentages do not always add to totals because of rounding.

(Table 21 continued on pages 46-49)

Table 21: Beneficiaries of Company Support—Companies Grouped by Industry Class (with at least eight cases in each) (continued)

	Education												
							Precollege Educational Institutions			Education-related Organizations			
Industry Classification	Unrestricted Operating Grants	Student Financial Aid	Research Grants	Capital Grants	Employee Matching Gifts to Colleges	State and National Fund-Raising Organizations	Employee Matching Gifts	All Other Support	Scholarships and Fellowships	Economic Education	All Other Support	Other	Total Education[1]
	Percentage Distribution												
Chemicals	11.5%	4.0%	10.4%	4.8%	2.8%	2.0%	0.4%	0.9%	2.9%	2.1%	1.7%	1.5%	45.2%
Electrical machinery	5.2	1.3	12.2	6.6	5.0	2.7	*	0.5	3.9	1.4	2.7	3.1	44.7
Fabricated metals	10.2	3.5	2.8	5.3	4.4	0.5	0.3	1.1	3.3	1.7	0.8	1.0	34.9
Food, beverage and tobacco	4.0	2.9	11.1	5.1	3.0	2.5	0.2	1.2	3.3	1.9	1.2	1.3	37.8
Machinery, nonelectrical	8.9	0.8	2.2	6.5	3.0	2.4	0.6	0.7	2.8	3.3	1.5	1.3	34.1
Mining	12.3	2.9	11.3	3.0	6.9	0.9	0.5	*	9.7	2.1	0.4	*	50.2
Paper	6.1	0.2	0.9	3.9	2.2	1.7	0.3	0.6	2.9	2.2	0.4	0.5	21.9
Petroleum and gas	6.0	3.4	12.5	4.0	7.3	1.4	0.2	1.8	3.9	1.6	4.4	2.4	48.9
Pharmaceuticals	4.1	1.1	13.3	7.9	3.3	2.2	0.6	0.3	7.5	1.8	2.9	4.1	49.3
Primary metals	7.0	2.2	5.0	8.5	2.1	1.3	0.3	1.2	3.5	1.8	2.2	1.9	37.0
Printing and publishing	8.1	0.9	2.9	6.7	3.9	2.8	0.7	1.0	1.6	1.1	2.6	0.3	32.3
Rubber	7.0	1.5	5.5	2.4	5.9	3.5	0.2	1.7	4.1	5.2	0.5	1.1	38.5
Stone, clay and glass	5.0	3.0	3.1	9.5	4.8	1.6	0.5	0.7	4.1	1.7	0.7	0.3	35.0
Textiles	7.0	0.2	0.4	6.7	5.1	2.1	0.4	1.3	6.2	1.0	3.7	6.9	41.0
Transportation equipment	6.7	3.2	3.3	3.9	3.3	2.5	*	0.3	2.4	2.6	1.2	13.1	42.5
Total: Manufacturing	6.9%	2.5%	8.6%	5.4%	4.3%	2.1%	0.3%	1.0%	3.6%	2.0%	2.3%	3.5%	42.3%
Banking	7.8%	0.6%	0.7%	6.2%	3.0%	1.0%	0.5%	0.7%	1.0%	1.7%	0.6%	0.4%	24.6%
Business services	3.6	0.2	5.1	1.4	8.3	1.0	1.1	1.3	4.2	2.2	0.8	0.3	29.4
Engineering and construction	3.8	1.3	16.3	2.4	9.7	0.3	*	0.2	0.6	1.5	1.7	*	38.0
Finance	8.6	0.3	0.2	0.5	0.7	0.3	*	1.7	4.6	1.4	1.0	0.1	19.4
Insurance	5.8	3.0	3.7	4.4	8.1	2.2	0.3	0.6	3.3	1.6	1.2	2.1	36.3
Merchandising	6.5	0.8	1.9	1.2	0.7	0.6	0.6	0.2	1.8	1.0	0.5	1.6	17.3
Telecommunications	7.7	0.4	1.5	5.7	3.1	2.7	0.1	0.7	3.9	0.9	1.3	0.8	28.8
Transportation	8.5	1.5	0.8	5.2	0.8	3.3	0.1	0.5	1.5	1.4	0.8	1.8	26.4
Utilities	8.1	1.2	1.7	6.5	1.5	1.3	0.2	0.3	2.0	2.4	0.7	0.2	26.0
Total: Nonmanufacturing	7.0%	1.1%	2.1%	4.4%	3.4%	1.5%	0.4%	0.5%	2.4%	1.5%	0.8%	1.0%	26.4%
Total: All companies	7.0%	2.1%	6.6%	5.1%	4.0%	1.9%	0.3%	0.8%	3.2%	1.8%	1.8%	2.7%	37.4%

*Less than 0.1 percent

[1]Percentages do not always add to totals because of rounding.

Table 21: Beneficiaries of Company Support—Companies Grouped by Industry Class (with at least eight cases in each) (continued)

Industry Classification	Culture and Art									
	Music	Museums	Public TV/Radio	Arts Funds or Councils	Theater	Cultural Centers	Dance	Libraries	Other	Total Culture and Art[1]
	Percentage Distribution									
Chemicals	1.1%	3.4%	0.5%	0.7%	0.4%	0.7%	0.1%	0.4%	0.4%	8.0%
Electrical machinery	0.9	2.7	0.9	1.0	0.4	0.5	0.2	0.1	0.3	7.1
Fabricated metals	1.3	2.4	1.0	0.4	0.4	1.6	0.2	0.2	0.5	8.1
Food, beverage and tobacco	1.9	3.6	0.8	1.2	0.6	0.9	0.3	0.2	0.4	10.1
Machinery, nonelectrical	0.9	1.2	0.4	1.1	0.6	0.6	*	0.2	0.8	6.1
Mining	1.0	2.0	0.4	0.4	0.1	0.6	0.1	1.9	0.4	6.9
Paper	0.6	1.0	0.2	0.6	0.2	0.4	0.1	*	0.3	3.5
Petroleum and gas	2.1	1.9	7.4	0.7	0.5	1.0	0.3	0.4	0.7	15.0
Pharmaceuticals	2.4	2.4	1.4	0.2	0.3	0.6	0.1	0.1	0.2	7.7
Primary metals	2.4	0.8	1.0	0.3	0.6	1.0	0.2	0.2	0.7	7.3
Printing and publishing	1.6	7.4	0.9	1.0	2.4	5.9	0.1	2.8	0.9	23.5
Rubber	1.4	0.6	*	0.3	0.2	*	*	0.7	*	3.3
Stone, clay and glass	0.8	12.7	0.8	0.2	0.2	0.2	0.2	0.5	0.1	17.4
Textiles	0.9	0.7	0.2	1.7	0.6	0.5	0.1	0.2	1.0	5.9
Transportation equipment	1.5	1.0	0.6	0.7	0.5	0.5	0.3	0.1	0.5	5.6
Total: Manufacturing	1.5%	2.5%	2.0%	0.8%	0.5%	0.8%	0.2%	0.3%	0.5%	9.2%
Banking	2.7%	2.9%	0.5%	1.5%	0.8%	1.2%	0.3%	0.5%	0.9%	11.7%
Business services	2.0	3.4	0.5	1.1	0.8	3.2	0.3	0.7	1.5	13.5
Engineering and construction	1.2	1.2	0.4	0.8	0.4	0.5	*	*	0.1	4.6
Finance	0.7	0.8	2.6	0.6	0.3	0.5	*	*	0.2	5.5
Insurance	1.3	2.0	1.1	1.5	0.6	1.0	0.2	0.2	1.0	9.1
Merchandising	1.6	2.5	3.8	0.9	0.6	3.1	0.2	0.7	1.5	14.8
Telecommunications	2.2	2.6	1.1	0.6	3.0	2.0	1.2	0.3	3.4	16.7
Transportation	1.7	21.7	*	1.1	0.4	0.3	0.2	0.2	0.2	25.8
Utilities	1.4	1.3	0.3	1.5	0.5	0.8	0.1	0.3	0.4	6.6
Total: Nonmanufacturing	1.8%	3.2%	1.4%	1.2%	1.0%	1.6%	0.3%	0.4%	1.3%	12.4%
Total: All companies	1.6%	2.7%	1.8%	0.9%	0.6%	1.1%	0.2%	0.3%	0.7%	10.2%

*Less than 0.1 percent.

[1]Percentages do not always add to totals because of rounding.

Table 21: Beneficiaries of Company Support—Companies Grouped by Industry Class (with at least eight cases in each) (continued)

Industry Classification	Civic						
	Community Improvement	Environment and Ecology	Justice and Law	Housing and Urban Renewal	Research Organizations	Other	Total Civic Activities[1]
	Percentage Distribution						
Chemicals	5.5%	0.9%	0.6%	0.4%	0.6%	1.1%	9.2%
Electrical machinery	3.2	0.2	0.3	0.2	0.6	2.5	7.0
Fabricated metals	3.7	1.7	0.9	1.1	0.9	1.0	9.5
Food, beverage and tobacco	4.0	3.8	0.6	0.4	1.3	2.0	12.1
Machinery, nonelectrical	4.9	0.8	0.5	0.4	1.1	0.9	8.4
Mining	2.5	1.6	1.0	0.7	2.0	1.5	9.2
Paper	1.8	24.2	0.4	*	1.7	15.3	43.5
Petroleum and gas	4.9	2.3	0.6	1.1	2.7	1.0	12.6
Pharmaceuticals	4.4	0.4	0.5	0.2	2.4	2.4	10.3
Primary metals	3.0	2.5	0.7	1.2	1.0	0.6	9.1
Printing and publishing	3.7	1.7	0.7	1.4	1.5	0.6	9.6
Rubber	2.8	0.2	0.2	*	1.1	0.9	5.3
Stone, clay and glass	1.6	2.2	0.3	*	1.2	0.4	6.2
Textiles	3.9	1.3	0.3	0.3	0.2	2.5	8.6
Transportation equipment	4.5	0.3	0.5	0.2	1.3	1.1	7.9
Total: Manufacturing	4.2%	2.2%	0.5%	0.5%	1.4%	1.9%	10.8%
Banking	5.9%	0.9%	0.6%	2.6%	0.9%	2.0%	12.9%
Business services	5.6	1.2	1.2	0.4	0.4	2.0	10.8
Engineering and construction	2.7	*	0.1	*	*	3.8	6.7
Finance	3.2	0.4	0.3	0.2	0.6	2.7	7.3
Insurance	4.8	0.6	0.6	2.2	1.0	1.2	10.7
Merchandising	7.3	0.3	0.5	2.7	1.7	0.4	12.8
Telecommunications	3.5	0.9	0.6	0.7	0.8	0.5	9.4
Transportation	4.5	0.8	0.2	*	0.3	2.4	8.2
Utilities	6.1	1.2	0.5	0.6	0.9	4.3	13.8
Total: Nonmanufacturing	5.5%	0.7%	0.6%	1.7%	1.0%	1.7%	11.6%
Total: All companies	4.6%	1.8%	0.5%	0.9%	1.3%	1.8%	11.0%

*Less than 0.1 percent.

[1]Percentages do not always add to totals because of rounding.

Table 21: Beneficiaries of Company Support—Companies Grouped by Industry Class (with at least eight cases in each) (continued)

Industry Classification	Other Causes				
	Religious Activities	Women's Causes	Aid to Other Countries	Other	Total Other Causes[1]
	Percentage Distribution				
Chemicals	*%	*%	0.6%	4.7%	5.5%
Electrical machinery	*	*	2.4	1.9	4.5
Fabricated metals	0.3	0.2	0.8	1.8	3.2
Food, beverage and tobacco	1.4	*	1.2	5.7	8.7
Machinery, nonelectrical	0.2	0.1	1.3	3.5	5.6
Mining	0.5	0.2	0.8	2.3	3.9
Paper	0.1	*	0.6	1.5	2.7
Petroleum and gas	*	0.3	1.4	0.9	2.7
Pharmaceuticals	0.2	0.2	4.5	3.3	8.2
Primary metals	0.1	0.2	0.5	2.3	3.2
Printing and publishing	*	0.2	0.8	6.3	7.3
Rubber	*	*	0.7	2.8	3.5
Stone, clay and glass	0.3	*	0.4	1.0	2.7
Textiles	1.6	0.6	0.5	1.2	3.8
Transportation equipment	*	*	0.4	5.5	6.1
Total: Manufacturing	0.2%	0.2%	1.3%	3.2%	4.9%
Banking	0.3%	0.1%	1.2%	2.0%	3.7%
Business services	0.6	0.1	2.2	2.5	5.5
Engineering and construction	*	*	0.7	8.4	9.3
Finance	2.3	*	0.2	1.3	3.9
Insurance	0.1	1.7	0.2	1.9	3.9
Merchandising	0.1	0.6	*	2.3	3.1
Telecommunications	*	0.3	0.8	3.0	4.3
Transportation	0.3	*	*	1.6	2.0
Utilities	0.1	0.1	0.2	1.8	2.4
Total: Nonmanufacturing	0.2%	0.5%	0.5%	2.2%	3.6%
Total: All companies	0.2%	0.3%	1.1%	2.9%	4.5%

*Less than 0.1 percent.

[1]Percentages do not always add to totals because of rounding.

Table 22: Capital Grants to Hospitals and Higher Education, 1978

Company Size by Number of U.S. Employees	Number of Companies	Total Contributions ($ Thousands)	Capital Grants: Total Hospital and Higher Education Capital Grants ($ Thousands)	Capital Grants: Percent of Capital Grants to Total Contributions	Capital Grants: Hospital Capital Grants ($ Thousands)	Capital Grants: Percent of Hospital Grants to Total Capital Grants	Capital Grants: Higher Education Capital Grants ($ Thousands)	Capital Grants: Percent of Higher Education Grants to Total Capital Grants
Below 999	92	$ 6,629	$ 600	9.1%	$ 376	62.6%	$ 224	37.4%
1,000 - 2,499	139	22,511	2,412	10.7	1,069	44.3	1,343	55.7
2,500 - 4,999	89	28,664	2,856	10.0	950	33.3	1,906	66.7
5,000 - 9,999	83	43,908	4,846	11.0	1,990	41.1	2,856	58.9
10,000 - 24,999	94	92,105	7,732	8.4	2,931	37.9	4,802	62.1
25,000 - 49,999	56	154,191	12,121	7.9	4,931	40.7	7,189	59.3
50,000 and over	40	170,487	15,464	9.1	6,900	44.6	8,564	55.4
Total	593	$518,495	$46,031	8.9%	$19,147	41.6%	$26,884	58.4%

Table 23: Contributions per Employee to Federated Campaigns, 1978
Companies Grouped by Industry Class

Industrial Classification	*Number of Companies*	*Number of Domestic Employees (in thousands)*	*Contributions to Federated Campaigns (in thousands)*	*Contributions per Employee*
Chemicals	31	705	$ 10,038	$14
Electrical machinery and equipment	26	940	10,667	11
Fabricated metal products	20	114	1,442	13
Food, beverage and tobacco	36	589	5,367	9
Machinery, nonelectrical	37	463	5,285	11
Mining	7	47	438	9
Paper and like products	19	195	1,666	9
Petroleum and gas	25	520	7,939	15
Pharmaceuticals	15	150	2,380	16
Primary metal industries	13	247	2,853	12
Printing and publishing	8	42	483	12
Rubber and miscellaneous plastic products	10	216	1,643	8
Stone, clay and glass products	9	65	809	12
Textiles	15	219	1,105	5
Transportation equipment	17	1,254	10,036	8
Total: Manufacturing	288	5,766	$ 62,151	$11
Banking	84	299	$ 12,344	$41
Business services	6	55	644	12
Engineering and construction	7	114	616	5
Finance	9	122	741	6
Insurance	86	409	7,892	19
Merchandising	18	1,016	10,758	11
Telecommunications	18	787	7,912	10
Transportation	8	252	1,895	8
Utilities	78	460	10,192	22
Total: Nonmanufacturing	314	3,514	$ 52,994	$15
Total: All companies	602	9,280	$115,145	$12

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